PRINTERS'

INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXLIX. No. 1

NEW YORK, OCTOBER 3, 1929

10c. A COPY



WITHOUT A SUPERLATIVE

THE LINCOLN motor car is made unhurriedly in one of the famous precision plants of the world. The quality of the engineering skill and the materials that go into its building is unsurpassed. The beauty of the car is assured by the designs of the country's leading custom coachmakers.

Viewing the Lincoln from this angle we were led to the conclusion that revealing the Lincoln in advertisements demanded a corresponding clarity and simplicity of text.

The reader of Lincoln advertising is affronted by no insincere statement, no ostentatious word, no boasting that challenges his belief. We are told that Lincoln copy is refreshing. We find it refreshing to help sell a product the essence of which is complete harmony.

N. W. AYER & SON Incorporated

WASHINGTON SQUARE . PHILADELPHIA

NEW YORK

BOSTON

CHICAG

SAN FRANCISCO



When AGROPOLIS buys the Family Car!



WHEN AGROPOLIS buys the family car, "used car bargains" are passed right by. AGROPOLIS wants its cars new, right from the dealer. Figures show that of all cars bought by farmers, 77% are new cars—a percentage you can't touch anywhere else. And they buy 1.119.500 cars each year!

There's a car market worth going after. What about it, car makers, tire factories, accessory people, oil companies—are you getting your share? For they use cars in AGROPOLIS, the rich farming sections of these United States. Daily trips to town are nothing. Fifty-mile drives to the county seat are commonplace. They buy over 12,000,000 tires a year—and think of the gas and oil they need!

Let The Standard Farm Unit Papers open the AGROPOLIS car market to you. Going into 2,600,000 of the richest farm homes, these 14 non-duplicating publications reach the cream of this field. And do they bring results? Ask the advertisers who yearly increase their space in them.

Your sales problem is national—but your dealer's is always local— The Standard Farm Unit Papers meet both!

The American Agriculturist Pacific Rural Press The Farmer-Farm, Stock & Home, St. Paul The New Breeder's Gazette Hoard's Dairyman Pennsylvania Farmer Ohio Farmer Wallaces' Farmer The Progressive Farmer The Nebraska Farmer Missouri Ruralist Kansas Farmer Michigan Farmer The Prairie Farmer

The STANDARD FARM UNIT

One order-one plate-one bill

WALLACE C. RICHARDSON, General Manager

Courtney D. Freeman, Western Manager 307 North Michigan Avenue Willard R. Downing, Eastern Manager 250 Park Avenue

San Francisco, 1112 Hearst Building

Is Pr Ju V

It

mu

in trice Sch stir doi pan there ity to we But the feath of the school of

will by sear and per man are by of the trol abou

elec

since much tists, with bigge sure, thing

mad

thing meas becau most thing

Fro Chain Sept. Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

Voi. CXLIX

1929

al_

Farmer list

атшег

Manager

NEW YORK, OCTOBER 3, 1929

Four Main Accomplishments of Modern Advertising

It Is Not a Scientific Force, But Every Day We Learn More About It

By Bruce Barton

Chairman of the Board, Batten, Barton, Durstine & Osborn, Inc.

A DVERTISING is not the cold, exact science that

some of its practitioners would have us believe. Ad-

vertising has made great con-

tributions to our prosperity and civilization. It is not just

a tool for lifting sales. There

are those who consider it as

a force that is working for

higher ideals as well as more

business. Mr. Barton is one

WE who have anything to do with advertising feel very much I think as the scientists do in the laboratory dealing with electricity. I go up very frequently to Schenectady because it is a great stimulus to see what those men are doing in the General Electric Company laboratories and if you ask

them what electricity is, they will say to you, "Frankly, we don't know. But if you ask will them what electricity do, they will tell you that constant research and study and by many experiments and many failures they are finding out, day by day, more about

the laws that control this great force and more about the ways in which it can be made to serve humanity.

of these.

Now I think the attitude of the sincere advertising man is very much the attitude of those scientists. We feel that we are dealing with a force that is tremendously bigger than we can possibly mea-sure. We are dealing with something that can never be scientifically measured and weighed and known because we are dealing with the fluctuating and changing thing in the world; namely, the

human mind. And yet we do feel that day by day, by many tests and many failures and by constant effort and by, frankly, a great deal of waste, we are finding out something about this great force and some of the things that it can do.

We think, for instance, that very definitely we have determined that

> there are four things modern advertising can do.

In the first place we know and all of you know without my saying but a word about it, that advertising is and has been a tremendous factor in mass production, and that, therefore, it has helped to make possible better and better goods at lower and lower prices.

I could stand here for a long time and anyone of you could stand here and name case after case to illustrate that point. I look around and see for instance these bulbs, or lamps as we call them. They are made by the General Electric Company. The original lamp was invented by Thomas A. Edison just fifty years ago this year, but by patient research and careful work it has been so perfected that if today the American people had no

lamps except those that Edison made, no better lamp than those which he made fifty years ago, and if they were getting the same Table of Contents on page 198

From an address before the National Association, Chicago,

Chain Store Sept. 24.

amount of light that they are now using, the light bill of the nation would be \$2,000,000,000 a year big-

ger than it is today.

In other words, our light costs us annually in the United States \$2,000,000,000 a year less than it would cost us if it were not for the fact that science has perfected a better lamp and if it were not for the fact that by advertising people have been taught to use more light, and by using more light they have made it possible to produce these lamps cheaper so that the price of them has been reduced eight times since the war.

There isn't a single merchant here who doesn't have on his shelves fifty or 100 articles about which the same sort of story can be told, and we know and the time is long past when we have to argue any more that when you, through advertising, help to create a mass demand which makes possible a mass production, the inevitable tendency and result is that things are better made and sold at a lower

price.

The second thing that we feel that advertising does is to save time and of course time is life.

Some of you have read about Elias Howe who invented the sewing machine. A wonderful instrument, saving time and labor for women, and yet Howe could not get anybody to buy it. He finally was reduced to the extremity and degradation of having to attend his own wife's funeral in a borrowed suit of clothes.

To be sure, the sewing machine finally came into its own but a whole generation of women who might have been served by it, who might have had their time conserved and their labor saved, lived and died without the help of the machine. Why? Because there was no advertising to tell them about it and no merchandising organization to get it to them.

Today we know that new inventions do not have to wait for a generation or for ten years, or for a year, or even for a month. They are developed, they are advertised, they are known by the whole nation immediately and they are ac-

cepted at once.

The electric refrigerator, the radio, the automobile, all of these things that have come out within our lifetime and many of them within the last few years, have jumped into immediate public service because of this power of communicating news quickly and the power which you gentlemen represent for bringing articles quickly and inexpensively to those who have been taught through advertising to want.

Stimulating Ambition and Desire

The third thing that we feel advertising does and can do is to stimulate ambition and desire and these are really of course the mainspring of progress. Last winter I had the privilege of spending a week with Ambassador Morrow of Mexico and there I met a great many interesting people, among them an American who went down there to open a cigarette factory and he has made it very successful. He told me his principal difficulty when he got there was that the girls in the cigarette factory would work three days, which meant they had earned three pesos, and then they would not work until the pesos were all spent.

The way that he solved the problem was by picking out the best looking girl with the best looking pair of legs and buying her a pair of silk stockings and exhibiting her to the other girls, and saying: "If you will work six days a week instead of three days a week I will not only pay you a peso a day but you can all have a pair of silk stockings." And by awakening in those girls a desire or want for something, in minds which were so simple that they really had never had any wants beyond the mere desire to have three meals a day and a dry place to sleep, by creating that desire, he created the beginnings in those families of a new civilization, because when the girls all had silk stockings, then he bought them a new dress and told them they could all earn new dresses. When they all had new dresses he introduced them to the phonograph, and to better beds and to one thing and another, that



THERE is as much money spent every year building NEW churches as is spent for fine dwellings. In each case it amounts to more than \$200,000,000 yearly.

CHRISTIAN HERALD

419 Fourth Avenue New York

GRAHAM PATTERSON Vice-President

J. PAUL MAYNARD Advertising Manager

articles to those ugh ad-

feel ad-

3, 1929

or, the
of these
within
f them
s, have
blic ace public
wer of
dy and
ntlemen

o is to ire and e mainvinter I ding a rrow of a great among at down factory cessful, lifficulty that the r would ant they

nd then

e probhe best looking a pair saying: a week k I will day but of silk ning in ant for were so 1 never e mere a day r creatthe be-

nd told n new ad new to the eds and r, that

f a new he girls

hen he

gradually transformed their homes.

The placing of those silk stockings on that good-looking pair of ankles was advertising of a very

effective sort.

What magazine and newspaper advertising does, as we conceive it, is to present that same kind of appeal indirectly but to the whole nation at once. I talked the other day with a group of bankers who were discussing economics and things I did not know anything about, but I said to them: "I thought there was one factor in our situation that nobody could see or put his finger on, which yet was the biggest single factor in American business prosperity and that was the spirit of the American people." I told them that I had seen some figures of two or three companies which have factories here and have factories in Great Britain, factories in Spain, Italy, Germany, and every country in Europe, who pay here much higher wages than they pay anywhere else, but whose production costs are lower here than anywhere else in the world. I asked them: "How is it that you can pay so much more here and yet actually produce so much cheaper?"

They said to me, "It is because the American workman has a spirit of enthusiasm and initiative that we do not find anywhere else in the world." And one reason why he has that spirit, that enthusiasm and that initiative is that from infancy a man or a woman in this country knows that the whole world is open, that anything that he or she wants is possible to have, provided they will work

provided they will work.

Advertising, I take it, is a great factor in that because one is hardly satisfied with one want before he sees in the magazine or the store window or the newspaper something else to want. In the desire to satisfy the want, which can only be satisfied through work and saving, we get in America that tremendous, happy enthusiastic productivity which sets us apart from any other nation in the world.

The fourth thing that advertising can do and does do is to hold up before modern business a standard and ideal. You know it is one

thing for a group of men to sit down in a directors' room and say to themselves: "We are going to conduct this business in an honest way and make good goods." But it is quite another thing for that same group to buy pages in the newspapers and magazines and put themselves publicly on record as to the quality of the product and the standard of ideals. The first thing is purely personal and a private matter. The second calls the whole community and the whole nation to witness that pledge and there is not any question but when business sets up before its public an ideal to which it has committed itself that the very fact of setting it up is a tremendous influence in the realization of the ideal.

I remember at one time we were given the commission to prepare an institutional campaign for one of the biggest businesses in the world and we analyzed that business as well as we could and began to tell the American people

about it as we saw it.

One day a dealer came into the sales manager's office and laid down one of our advertisements and said to him: "I see by reading the magazines you think you are conducting a very fine business. I am one of your dealers and I want to tell you the way you have treated me and then see whether you dare to publish these advertisements."

The sales manager came to me and said: "Don't you think maybe we are pitching this stuff a little too high, that we had better kind of soft pedal it a little?"

H

th

ply

do

thi

mo

the

ele

ca

his

Bu

ing

the

cil

of

dis

I said to him: "I disagree. It seems to me the business of advertising is to hold up a standard and an ideal of what this industry ought to be and what it is striving to be and it is your business to get into the industry and make it live up to the ideal which we are telling the American people it has. The advertising ought always to be a little ahead of where you are. Instead of calling the advertising back..it is your business to see that the industry catches up to the advertising."

I think there is no doubt that the habit that American business (Continued on page 178) , 1929

to sit

nd say

But that n the d put as to d the thing rivate whole on to s not s sets al to that is a alizawere ераге one the busil beeople the the down said magductone tell i me re to me

aybe

little

kind

It

lver-

and

ught

o be

into

e up

lling

The

be a

In-

sing

that

ad-

that

ness

Let's have a little toast



"YOU PICK IT, Bud," says Mrs. Harper. "You know more about these electrical jiggers. I simply have no mind for machinery."

The salesman grins, but he does it respectfully. He's seen this sort of thing before... mothers, unable to understand the differences between this electrical what-not and the other—calling upon their mechanically posted sons for help.

The purchasing power of the high school market is not confined to its pocket-money. Mansized, man-minded fellows like

Bud Harper are pressing, day after day, in their family buying councils, for the acceptance of progressive merchandise of every description. Sell a boy on a modern product and he'll find a way to sell it to his folks.

Over 700,000 of these nearmen read THE AMERICAN BOY, with which has been combined THE YOUTH'S COMPANION. 85% are of high school age and older. If men buy your product, they'll buy it too. If families buy it, they're likely to have something to say in its choosing. Advertise to them in their favorite magazine—the only one they call their own. January forms close November 10th.

American Boy

J. Walter Thompson Company

Through five strategically located offices in the United States and twelve offices in other countries which cover Europe, North and South Africa and South America, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 560,809,000



920

CHICAGO · Wrigley Building · 410 North Michigan Avenue

BOSTON · 80 Boylston Street

CINCINNATI · Chamber of Commerce Building

SAN FRANCISCO · Russ Building



LONDON · Bush House · Aldwych, W. C. 2

PARIS · 12 Boulevard de la Madeleine

MADRID · Pi Y Margall 9

STOCKHOLM · Kungsgatan 39

COPENHAGEN · Axelborg

BERLIN · Schenker Haus · Unter den Linden 39

ANTWERP · 115 Avenue de France

WARSAW . Czackiego 17

ALEXANDRIA · Egypt · 27 Rue Cherif Pacha

PORT ELIZABETH · South Africa · Netherlands Bank Building

BUENOS AIRES · Argentina · 50 Calle San Martin

SAO PAULO · Praça Ramos Azevedo 16

Introducing Low Prices into Book Publishing

The Paper Book Club Is the Culmination of Many New Developments in Book Publishing

By Rexford Daniels

BOOK publishing has been a business where mass production and mass distribution have been impossible because of many reasons. Among these were lack of assured demand, inability of good-will to extend to more than one book or author, and the high unit of price.

This is a situation no different from certain other forms of businesses. But where other businesses have overcome these drawbacks, no steps had been taken in book publishing, at least until recently, to work out a solution for itself.

Perhaps the first real departure from customary methods of selling books was made by the book clubs whose methods largely overcame the first two hindrances to mass production and mass distribution. But did not affect the high unit of price. Until a solution to the price question could be found and books could be made available to a greater number of people, mass distribution to those unwilling to pay current prices could not be developed. How this is now being accomplished and lessons are being learned may be of interest to others who are trying to solve these same problems in their businesses.

One of the biggest costs in the book publishing business is the handling, packing and postage on books. This item, in most cases, equals and often exceeds the actual cost of printing the books. Therefore, any change which would tend to lower the price of books must largely center about this problem. As a result, a book had to be made

which could be handled at the least cost. The solution to this problem was discovered in books bound with paper covers.

The solution, however, was not so simple as all that. Paper books had been thought of before, but because there was a prejudice



The Advertisement Was Used to Introduce the Paper Books

against them in the minds, not only of the American people, but also in the book trade itself, the idea had never been consistently developed. Therefore, when Charles Boni, publisher, decided to try to make the paper book popular, he had two things to overcome—the difficulty of selling what was practically a new idea to the public, and overcoming a certain precon-

ok

ents

not but but dice

ly

50

ea

e-

es to te

ıe

"Mine"

This baby elephant is owned by the boys and girls of Iowa, 15,971 children of The Des Moines Register and Tribune family from 651 cities and towns in all sections of Iowa contributed their pennies, nickels and dimes towards the purchase of the elephant.

"Mine" was christened on children's day at the recent Iowa State Fair, which, by the way, broke all attendance records.

Two out of every three families in the central two-thirds of Iowa read The

Des Moines Register and Tribune
Over 230,000 Daily

ceived prejudice against that idea. Before Mr. Boni took any defi-nite steps to get the paper book idea started, he consulted papermakers, printers and artists to determine what would be the lowest price at which paper books could be made. The cost, he found, would be about the same as ordinary books, but the handling charges, he discovered, would be almost fractional because the books could be shipped in a light cardboard wrapping which would allow them to go by third-class mail. As a result, he was convinced he could produce the books and distribute them, provided he could get subscribers enough for a definite period of time in order to assure a

Public Not Opposed to Plan

definite outlet.

He then made a survey among those who were already members of book clubs and among those who were not and found that the public, contrary to the popular view of publishers, was not adverse to books in paper covers provided the content of the books was satisfactory. This change in attitude, Mr. Boni discovered, was due to increased travel abroad and the resulting familiarity with foreign paper books and also to the changed mental state of the people which made them more sympathetic to new ideas. When he had convinced himself that paper books could be sold, he decided to try a test advertising campaign to see if enough subscriptions could be obtained to assure him mass production.

When arrangements for advertising were finally complete, it was May, with the summer slack period for selling books still ahead. The question was then whether to postpone trying to reach the public until fall, as ordinary caution would dictate, or else braving the slack period and endeavor to get a headstart. He decided to begin immediately as it would require several months to build up the necessary subscription list before the first book could be published.

The test campaign was started in the book sections of New York Sunday newspapers, using full pages. The results indicated that subscriptions could be secured at that time and so the campaign, still using full pages, was quickly extended to magazines and daily papers. Subscriptions came in good volume. It was then decided to try certain mass circulation publications, which normally are considered poor book advertising fields, and smaller space was used here with satisfactory results.

The campaign had not gone far, however, before it bumped into the prejudice against paper books. was also discovered that people did not understand that the books which were to be published were new. They still had the former papercover reprints and dime thrillers in mind. As a result, it was found necessary to include in the advertising a clear explanation that the books were the first appearance of the author's work and also to picture an actual sample of a book. Furthermore, a sample copy was mailed to every person who sent in a coupon requesting one. It was felt that it was very important to get a sample book in the hands of every prospective subscriber in order to demonstrate both the editorial quality of the books and the attractiveness of the paper binding.

In order to do both these things at once, a well established title was chosen—"The Bridge of San Luis Rey." Copy carefully ex-plained that this book was, of course, a reprint and served merely as a sample. The offer to the subscriber was to send him this book and after examining it he was to return the book or remit \$5. This \$5 covered a yearly subscription for twelve paper books. The main appeal which was used in the advertising copy was that a subscriber could get "twelve books for the price of one." The acceptability of the \$5 unit price is evidenced in the fact that a considerable number of inquiries sent cash with coupon.

The print order on the first title, "The Golden Wind," by Takashi Ohta and Margaret Sperry, was 35,000. That would seem to indicate that the old bogey, "you can't sell books in paper covers," must now take its place in the museum of publishing superstitions.

1929 d at

exdaily good

licaconelds, here

far, the It did

hich new. perlers und

ver-

to

ook. was

vas

to of in di-

the

ng.

igs tle an

of

ly b-

ok to

nis on in

bor

aiThorough Trading Area Coverage Through One Newspaper!

One of the Richest "Cream Markets"

Good fall trade in the Milwaukee-Wisconsin market is doubly sure. Increases in prices of livestock and livestock products—source of 86% of all Wisconsin farm incomes have all spending power on a live income in lilwaukee ans.

Wisconsin, with 1,95 by producers of milk and money, and Milwaukee, first city in diversity of is dustries, form a sales were which is always outstanding among the "cream markets."

Sell this fertile sales territory at one low advertising cost through The Journal!

THE MILWAUKEE JOURNAL

Read by More Than Four Out of Five Milwaukee Families!

coming RadioSI

OCTOBER 21

It's the Big Day for fall radio advertising . . . Opening Day of Chicago's great show . . . Announcement Day for advertisers who want to capitalize high reader interest.

And no medium can so surely give you contact with the receptive fan... at any time... or in a Show Number... as a radio page of The Chicago Daily News Show Number Monday, October 21. Standard size. Regular rates. Send copy early.

THE CHICAGO DA

Chicago's Hom News

Advertising Representatives: NEW YORK J. B. Woodward 110 E. 42d St. DETROIT
Joseph R. Scotaro
3-241 General Motors Bldg.

ADV

Oct.

Bro Th

> Rad cago pub vert Nev

> > 169 that mot

sets

of \$

D 4

SAN C. C 21

dio

v of

An-

sers igh

ely

ep-

in

dio

ws

oer

lar

io Show Number

A 1,000-LINE ADVERTISEMENT

Brought Thirteen Thousand Dollars in Radio Sales

Radio business is good in Chicago. On the first day after publication of a 1,000-line advertisement in The Daily News the Boston Store sold 169 radio sets. Buyer demand that continued for two days more brought the total to 239 sets sold, at an aggregate price of \$13,133.05.



om Newspaper

SAN FRANCISCO
C. Geo. Krogness
Crocker 1st Nat. Bank Bidg.

ATLANTA A. D. Grant 711-712 Glenn Bidg. Member of The 100,000 Group of American Cities





Results at Low Costs

Fyour budget is limited and you want maximum results at minimum costs, concentrate your advertising efforts on The Indianapolis Radius. A prolific market, with a prosperous and energetic population of 2,000,000, is dominated by one newspaper. You can profit by the fact that—

The News . . . ALONE . . . Does The Job!



The INDIANAPOLIS NEWS

Mill The Indianapolis Radius

TON REPORT

DON BRIDGE, Advertising Director
New Yorks

New Yorks
AN A: CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ Lake Michigan Bldg

FROM all parts of The Indianapolis Radius, shoppers come to Indianapolis for their major retail purchases.

Но

We In

You busines preciate solve. quickly A deture refurnace

sists of a room a furi stat, electric erating two These act as and t ance. they r housev nasty tinuou ing an Tall

aerial lectivit dwelle the prenters rally a n d home of too madoo-da better heats vequippedoes n

lective This

special

luck in ing systhis o

heating

ders in

How We Whipped Our Off Season Problem

We Increased Business 90 Per Cent and Cut Field Overhead in Half by the Intelligent Use of Small-Town Newspapers in the Hiring of Salesmen and Finding of Prospects

By James Maratta

Director, Retail Sales, Minneapolis-Honeywell Regulator Co.

FROM September to De-

I cember, the Minneapolis-Honeywell company finds

business easy to get and its

salesmen happy. Comes

January and the picture

sion salesmen start leaving

for more seasonal proposi-tions and newspaper adver-

tising is discontinued until

ran until the last off season

approached. Early in Jan-

uary of this year, the com-

pany stumbled on a startling

discovery that was destined

to change its entire sales and advertising policy. This

article gives complete de-

details that ought to be of

keen interest to every manu-

facturer faced with the off-

season problem.

tails about that discovery-

That is, this is how affairs

Commis-

quickly changes.

the following fall.

YOU must first know a thing or two about the heat regulator business before you can fully appreciate the problems we had to I'll tell you about it solve. quickly.

A domestic heat and temperature regulator works on coal fired

furnaces and consists of three units; a room thermostat, a furnace thermostat, and a small electric motor operating from these thermostats. These three units act as a health, fire and thrift insurance. As a whole, they relieve the housewife of the nasty job of continuous furnace firing and tending.

Talk about a selective market! This home owner specialty wins all aerial rights for selectivity. Apartment dwellers are out of the picture, house renters just naturally can't see it, speculative home owners-well.

too many mortgages for expensive doo-dads. We must ferret out the better class of home owner who heats with coal, and whose house is equipped with a heating system that does more than make a pretense at heating. We can accomplish wonders in a house ailing from overheating, but we are simply out of luck in homes with inadequate heating systems.

If you think our task of finding this one among a hundred home owners is easy, just add to the above a predetermined six month's buying resistance, and you have the champion selective market earth. I say predetermined buying resistance because about March first of every year it's more or less of an unwritten law that no

> more expenses are perature throughout heating months. For years we

to be incurred for the heating system. Winter will soon be over, you know, and heat and temcontrols are only useful

have gone after this branch of our business, employing the best direct - selling method known to us. House-to-house salesmen were hired in quantities. These men worked in the field under crew manager leadership — about five men to each crew-on a straight commission basis. Crew managers received a small salary and bonus

overwriting on all sales made by members of their respective crews. Every four to six crews and crew managers, were supervised by a field sales manager who was also paid a salary and overwriting. In the fall, newspaper display advertisements played an important role in rounding up prospects who had waited until the last minute for their regulators.

From September to December is one mad scramble. Business comes

easy, men are plentiful, and everybody is assured that we have a wonderful proposition. Comes January and the picture quickly changes. As the dark spring and summer slump looms ahead, commission salesmen start leaving for more seasonal propositions and inquiries stop almost as suddenly as newspaper display advertising is discontinued until the next fall.

You needn't stretch your imagination very far to visualize a tremendous turnover in man-power, an unbalanced selling program, and a selling cost that some months reaches dizzy heights.

I am going to concentrate the remainder of this article on what has been accomplished in the New York branch of our company in the way of solving our man-power turnover, reducing of field overhead, and how we increased our first half of 1929 business 90 per cent over that of the same period in 1927 and 1928 by the intelligent use of small town newspapers in the finding of salesmen and regulator prospects.

If you know metropolitan New York, you also know that here we have the most complex market in America for the marketing of a home owner's specialty such as ours. We are obliged to travel many miles from the heart of New York City before we can begin to scratch for prospects. This calls for the hiring and training of specialty salesmen with a liking for house-to-house work, willing to work all hours of an evening, and travel to and from distant points where the class of home owners such as buy our regulators are plentiful.

It was early in January of this year when we stumbled on a startling discovery that was destined to change our entire sales and advertising policy. In our anxiety to find an answer both to straightening out our sales curve, and solving our man-power turnover problem, we accidentally discovered the important role which small-town dailies were playing in the merchandising of our product.

We had occasionally tried an advertisement in some small suburban daily, more as a gamble than

with the expectancy of satisfactory results. To our astonishment, however, we discovered that virtually all the salesmen and crew managers who had stuck to their job for over six months and were making good, had come to us through these occasional advertisements in the small-town dailies published in the areas where regulators were selling. Further investigation disclosed that these men owned homes, had cars, enjoyed community prestige, and sold Minneapolis-Honeywell regulators right in their own back yards, so to speak. This opened up a new chapter, and from here on things moved fast.

Merchandising Centers

From the New York branch we merchandise and install regulators within a circle covering a fiftymile area. Within this area, we found, are thirty-five spots where prospects for Minneapolis-Honeywell regulators abound. We named these spots merchandising centers, each center being carefully mapped out to include one or more community dailies and sufficient prospects to enable one master salesman to earn a comfortable living, year in and year out.

We dissolved our crews and discharged all salesmen who had proved their inability to earn a good living selling our regulators. This reduced our force to half. We then closed up all field offices used as headquarters by the field sales managers and as a meeting place for salesmen and crew managers. The crew managers were given first opportunity to sign up for their merchandising center, on a straight commission basis, as will be explained in following paragraphs. Of the sales managers we kept three, to be later known as special field trainers. Within a few weeks we had cut our field overhead down two-thirds by the elimination of many salaried positions and the closing of field offices.

Merchandising centers were then assigned, one each to the remaining salesmen and crew managers, preference to location being given to the man who lived within the

Whe cente care sales creas tion elimi salar our we 1 men, vacai Th train tories perpl

Oct.

bour

men a good spring the b mark year, to av direct "buy this elonga system a free ing of media induce ging a a subs

the sa

Wh of-sea have they a by the the tir spring salesm times finds 1 chance with th see a ment a tic he She is as the proach new screens

spring house salesma reserve needs v of a h 1929

tory

ent,

rtu-

rew

heir

vere

115

tise-

ilies

gu-

in-

hese

en-

sold

tors

, SO

new

ings

we

tors

ftywe

nere

ley-

med

ers.

ped

om-

ros-

les-

ing,

dis-

had

a a

ors.

alf.

ices

ield

ting

an-

rere

up

011

as

ring

gers

WII

n a

ield

the

osi-

ield

hen

ain-

ers,

ven

the

boundaries of one of these centers. Where two men lived within one center we enlarged the area to take care of both. We signed up all salesmen on an equal basis and increased all commissions in proportion to the savings effected by the elimination of crew managers' salaries and overwriting. When our reorganization was completed we had twenty-five master salesmen, three field trainers and ten vacant merchandising centers.

There was no use hiring and training men for the vacant territories, until we had first solved the perplexing problem of enabling the men already on the force to earn a good living throughout the coming spring and summer months. Shortly the bottom would drop out of our market, as it had every previous year, unless something was done to avert it. Our first move in this direction was to offer an attractive "buy now-pay next winter" plan; this was nothing more than an elongation of our regular budget system. Added to this we offered a free furnace-and-chimney cleaning on all orders accepted for immediate installation. These two inducements kept the boys plugging away, and every week showed a substantial business increase over the same week of previous years.

Whatever attraction these outof-season buying inducements may have for the thrifty home owner, they are made almost unimportant by the fact that people just haven't the time to talk regulators in the spring and summer months. salesman is required to make four times the canvass calls before he finds the wife who will take the chance of arranging an interview with the husband, so that both can see a demonstration of our equipment and hear the story on domestic heat and temperature control. She is very apt to remember, just as the salesman makes his door approach, that her heart is set on a new car, electric refrigerator, screens, awnings, shrubbery, a new spring coat, vacation, or having the house repainted. She shoos our salesman away for fear that money reserved for one of these present needs will be used for the purchase of a heat regulator which cannot

possibly be of any use until next

What was needed was as plain as the nose on your face; spring and summer newspaper display advertisements battling alongside our salesmen for an audience with the thrifty home owner in position to take advantage of our special inducements. We needed inquiries from ready buyers to help our salesmen carry on during the months when the greatest resistance is offered to the door approach. Here, again, the smalltown dailies came to our rescue. If they could bring us good manpower, why not prospects? It was probable!

Salesmen Were Enthusiastic

Well, sir! When we announced to our sales force that they were to enjoy newspaper display advertising in their local papers, a wave of enthusiasm tore loose that took my breath away. It seems that this was just what everybody had been praying and hoping for. first advertisements were quickly assembled, carrying the full story of our two special summer offers, namely, the long-term budget system, and free furnace and chimney cleaning. The coupon was straight to the point; it car-ried the customary "no obligation" request for a heat and temperature control man to call and explain domestic heat and temperature control. Inquiries from these first advertisements exceeded our fondest expectations, and since we had already taken precaution to draw inquiries from ready buyers only, our sales averaged seven out of every ten inquiries. Some home owners used the phone, while others called at our downtown display rooms, but the majority simply filled out the coupon and mailed it in.

This local advertising program immediately acted as a double stimulant. It not only scouted up otherwise unapproachable prospects, but made every salesman double up on his own personal effort to interview as many home owners as possible, this with the hope that some had read the advertisement, become interested, but

Oct.

had not taken the initiative of mailing in a request for demonstration.

Of course there was a limit to the amount of space we could buy in each community daily. It appeared as though our problem had been solved, but we now faced the possibility that some of our salesmen would sit back and wait for inquiries, let up on their canvassing efforts, and thus destroy the entire program. These advertisements were intended to act as the missing link to our merchandising program and not as the supporting chain.

We crossed this bridge before coming to it by setting up an advertising budget for each merchandising center and salesman. Orders secured through strictly personal efforts paid the highest commission, and also carried an allowance. Orders advertising sold from newspaper inquiries paid 5 per cent less in commission, but this 5 per cent was credited to the salesman's advertising allowance. After a certain sum had been accumulated by the salesman, the company paid the difference between it and the cost of the next display advertisement. Every salesman was taught the cumulative value of advertising and placed in complete control of the advertising expenditures for his merchandising center-no sales, no adver-tisements! I'll leave it to your imagination whether these men worked every possible scheme to accumulate money to part pay for their next display advertisement.

With this merchandising program completed, it was easy sailing to interest desirable man-power for the vacant merchandising centers. Our classified advertisements appeared only within the area where a vacancy existed.

Our spring and summer business will never equal that of fall and early winter, no matter what we may do to get it. However, we have made it possible for a selected few master salesmen to earn a good living the first six months of the year, and double their earnings the second half. We have created within our sales organization the pride of terri-

torial ownership, and made it possible for our company to enjoy a twofold cumulative value from our present program; one from the advertising itself, and another from the fact that every month adds experience and potentiality to each individual salesman, as they carry on and stick to their job.

Standard Farm Papers Appoint C, L. Burlingham

C. L. Burlingham has been appointed Western manager at Chicago of Standard Farm Papers, Inc. Mr. Burlingham, who is publisher of The Breeder's Gasette, of that city, will continue in that capacity in addition to his new duties. After serving four years as secretary and treasurer of the Ayrshire Breeders Association, Brandon, Vt., Mr. Burlingham became assistant general manager of The Breeder's Gasette. He became publisher in May, 1927, when he and Samuel R. Guard purchased that publication.

Merritt Lum Advanced by Montgomery Ward

MIORIGOMETY WARU
Merritt Lum, for the last year sales
manager of the chain-store organization
of Montgomery Ward & Company, Chicago, has been appointed assistant general manager of that division.
W. L. Stensgaard, formerly display
director for Ward's retail stores, succeeds Mr. Lum as sales manager.

R. B. Davis Made Officer of the Frey Agency

Robert B. Davis has been appointed vice-president and secretary of the Charles Daniel Frey Company, Chicago advertising agency. He joined the Frey agency six years ago as a copy writer and has been, successively, copy chief and director of production.

"The Sportsman" Appoints E. L. Townsend

Earl L. Townsend has been appointed Eastern advertising manager, with head-quarters at New York, of The Sportman, Boston. He has been associated with The Spar, New York, for the last ten years as representative.

Florida Citrus Clearing House Appoints Ayer

The Florida Citrus Clearing House Association, Winter Haven, Fla., has placed its advertising account with N. W. Ayer & Son, Inc.

"Scientific American" Appoints F. N. Pruyn

Francis N. Pruyn has been appointed advertising manager of the Scientific American, New York.

29

osom the ner oth to ney

int

ted nding-

in new

as ire Mr. eral He hen

sed

y

ion Chi-

lay uc-

of

ted the ago rey

iter

ted

ted last

ise

nts

ANNOUNCEMENT

The
NEW YORK EVENING JOURNAL
is pleased to announce the
appointment of

MISS MOLLIE GIBBONS (formerly of Harper's Bazar)

as.

DIRECTOR OF
FASHION ADVERTISING
Effective October 1st, 1929

::

A. B. CHIVERS
Publisher

NEWSPAPERA

OLD MOTHER Hubbard-

Once a nursery rhyme for children. Now all too frequently a funeral dirge for some food manufacturer who went looking for profits and found the cupboard bare.

The Boone Man lives to help you before your advertising investment starts in any of his markets. He understands local grocery trade conditions and his advice to you before, during and after a campaign is a guarantee to maximum profits from your investment.

Representing sixteen vital newspapers in ten major markets—markets that nearly every manufacturer is interested in, the Boone Man and his CHICAGO learst Bld

STON arop Squar

New Yor Boston A Albany T Rocheste Syracuse

Boston A Albany T Rocheste

BASED ONS

boiled-down first-hand information can play an important and helpful part in almost any consumer campaign.



RODNEY E. BOONE

General Manager, National Advertising

CHICAGO learst Bldg. NEW YORK CITY

DETROIT 959 Eighth Avenue General Motors Bldg.

STON rop Square

PHILADELPHIA Fidelity Philadelphia Trust Bldg. Temple Bldg.

ROCHESTER, N. Y.

New York Journal Evening Boston American Albany Times-Union Rochester Journal Syracuse Journal

Sunday

Chicago American Detroit Times Baltimore News Wisconsin News Washington Times

Boston Advertiser Albany Times-Union Rochester American

Detroit Times Baltimore American Syracuse American



A Part of The News' Fleet of 100 Trucks

A HUNDRED TRUCKS and What They Do in Detroit

BECAUSE The News is Home delivered this great fleet is necessary. Scurrying away as the last bundle reaches it, a Detroit News truck will transport as many as 6,000 papers to a single sub station whence the papers are distributed to the route carriers. These trucks average 51 miles of city driving each day, and between them transport 95% of the total circulation of The News. No other Detroit newspaper has such a carrier or delivery system, for no other newspaper approximates the thoroughness of Detroit News coverage in Detroit, where 4 out of 5 homes taking any English newspaper get The News.

The Detroit News

THE HOME NEWSPAPER

New York Office

1. A. KLEIN, 50 E. 42nd St.

Chicago Office

J. E. LUTZ, 180 No. Michigan Ave.

M

Penns

vania
the a
the o
him t
alway
repres
unscri
contri
presti
Penns

times cerned other sold repres tionar adopt refine with appea at fill bearin brand

ciation to elim

grew tion greate protect memb For situati accord execu clever copy that t from Grade ter of age of mixtu of the

dental
the w
to oil
points
geogra
tive s
large

Members Who Pirate Association Trade-Mark Forfeit \$1,000

Pennsylvania Grade Crude Oil Association Bonds All Members in Fight
Against Substitution

WHEN a motorist buys under the emblem of the Pennsylvania Grade Crude Oil Association, the association wants him to get the oil which advertising has led him to expect. This desire is not always realized because of misrepresentation and substitution by unscrupulous concerns that may contrive to take advantage of the prestige built among consumers for

Pennsylvania Crude.

Since the formation of the association six years ago, it has worked to eliminate such practices. Sometimes these practices have concerned outright substitution of other oils. Sometimes the product sold has only been partially as represented. The first precautionary measure taken was the adoption of an emblem to identify refiners and distributors affiliated with the association. This emblem appears in all advertising, on signs at filling stations and on packages bearing many different individual brands.

As Pennsylvania Grade Crude grew in popularity, misrepresentation became more inviting and greater measures were sought to protect the interests of association members and the motoring public. For example, one phase of the situation which required attention, according to Rodney J. Alexander, executive secretary, was the use of clever phraseology in advertising copy which gave the impression that the oil advertised was refined from "practically all Pennsylvania Grade Crude Oil" when as a matter of fact, he states, the percentage of Pennsylvania oil in the mixture might be negligible. Much of the misrepresentation and accidental or designed ambiguity about the word Pennsylvania as applied to oil is possible, Mr. Alexander points out, because it assumes a geographical rather than descriptive significance in the minds of a large group of motorists.

To meet these problems, the association has taken another step in its campaign to get to the consumer that which he expects when he buys Pennsylvania Grade Crude. Every member, whether directly or indirectly affiliated with the organization and who is authorized to sell a Pennsylvania brand of his own under the association emblem, must become a party to a bond. If the terms of this bond are violated, it involves a forfeiture of \$1,000. The bonded member obligates himself to secure and give a written guarantee that oil he buys or sells for resale under the association emblem is made exclusively from Pennsylvania Grade Crude Oil.

100 Per Cent Endorsement by Membership

This practice of bonding, Mr. Alexander said, is a drastic step which was unhesitatingly taken by the board of directors in fighting unscrupulous practice. The membership did not immediately take to the plan. Some members held out from acceptance because they thought the requirement was a reflection on their integrity. The plan is about a year old and, now with 100 per cent endorsement, has been fully under way for the last four months.

After the board had made its recommendations, a form letter was sent to members. This outlined the reason behind the plan and the purpose which it was aimed to accomplish. The letter explained how arrangement had been made with a bonding company for a bonding plan to which the association and each member was a Members were asked to send in their checks for \$10, their pro rata share as a party to the bond. In instances where members withheld action, the association had the insurance broker call upon them and explain the plan in detail. This procedure dissipated resistance

Oct

and the plan now has the cooperation of the entire membership, which includes about thirty refiners, more than 350 producers and a number of associate members who are engaged in the business of buying in bulk and selling in smaller lots.

No one is allowed to pay the bonding fee except members. In the case of those who do not sell under a brand name and who do not have a permit of their own, the plan provides for them to operate on the permit of the refiner with whom they do business.

The plan has been in operation long enough to gauge its popularity by the number of renewals that are coming in. These indicate that the idea is working out to the satisfaction of members. During the last year, it is stated, not one case of substitution by members has been brought to the attention of the association.

There are limitations, of course, concerning the effectiveness of the bond in keeping all substitution from the public. "It is quite true," Mr. Alexander states, "that this bond does not protect the motoring public, or the owner of the brand sold jointly with our trade-mark, beyond the point where an original package passes out of the control of the concern owning the brand.

"In other words, it does not afford insurance or redress in case the retail bootlegger sees fit to refill a container which originally contained legitimate oil as sold under the individual brand in question. It would be entirely unreasonable and unfair to the brand owner for us to impose on him the unconditional obligation that he must provide against such refilling of branded containers."

The sale of every single quart of motor oil in a scaled container, it is stated, is for the present at least an economic impossibility because of distribution costs, a subject already of more or less complaint with motorists. The association, it is felt, is going just as far as it can when it sees to it that members deliver under their brands and the association emblem, the kind and quality of oil that the association requires.

Now Needham, Louis and Brorby, Inc.

John J. Louis, recently vice-president and secretary of the Charles Daniel Frey Company, Chicago, has joined the Maurice H. Needham Company, Chicago advertising agency, as vice-president. The name of Mr. Louis and that of Melvin Brorby, secretary of the Needham agency since its inception, are being incorporated in the firm name which hereafter will be Needham, Louis and Brorby, Inc.

L. H. Copeland with Mitchell,

Faust, Dickson & Wieland
L. H. Copeland, recently general production manager of Vanderhoof & Company, Chicago advertising agency, and associated with that organization for the last ten years, has joined the creative staff of Mitchell, Faust, Dickson & Wieland, Inc., also an advertising agency of that city. He was formerly with the Cincinnati and Columbus, Ohio, offices of Barron G. Collier, Inc.

Silver-Marshall Account to Evans Associates

Silver-Marshall, Inc., Chicago, radio sets and equipment and sound amplifiers, has appointed Evans Associates, Inc., advertising agency of that city, to direct its advertising account. A campaign in newspapers is planned.

Norman Klein Joins Benton & Bowles

Norman Klein, for the last four years with the editorial staff of the New York Evening Post, has joined Benton & Bowles, New York advertising agency. He was formerly with Lord & Thomas, now Lord & Thomas and Logan.

New Account for McQuinn Agency

The Smith Agricultural Chemical Company, Columbus, Ohio, has placed its advertising account with McQuinn & Company, Chicago advertising agency. Magazines will be used in a campaign to advertise Saco, plant food product.

Ferry-Hanly Advances H. W. Scott

Harold W. Scott has been appointed director of the space and media department of the Ferry-Hanly Advertising Company, Kansas City, Mo. He has been associated with the Ferry-Hanly agency for the last seven years.

KeyKord Banjo Account to Ayer

The KeyKord Banjo Computy of America, Inc., Cleveland, has appointed N. W. Ayer & Son, Inc., to direct the advertising of its KeyKord banjos.

A Record Paper Climaxes a Record Month!

Another historic Friday for the Chicago Evening American! A 78-page paper on September 27th surpassed all previous papers in size and registered a 62-column gain in display advertising over the same day a year ago. This record-wrecking Friday, the last in September, creates another record by assuring the greatest September in point of display linage in Chicago Evening American history.

CHICAGO EVENING AMERICAN

a good newspaper

National Representatives: RODNEY E. BOONE ORGANIZATION

One of the 28 Hearst Newspapers read by more than twenty million people. Member of International News Service, Universal Service and Audit Bureau of Circulations.

sident Daniel d the nicago ident.

1929

nicago ident. at of Needbewhich and

pro-Comand r the sative n & ising nerly nbus, Inc.

radio mpliates, y, to cam-

0

ears fork a & ncy. mas,

nical aced ainn ney, aign t.

W.

of ted the

0

A Crayon Manufacturer Goes After Rainy-Day Sales

And Discovers Something about the "Child Level" of Sales Display

THE rainy day is a problem which affects most retailers and indirectly affects the manufacturer. Therefore, to the manufacturers who can devise ways to make increased sales during those days, will come an advantage over their competitors.

The Binney & Smith Company, maker of Crayola crayons, has taken advan-tage of the appeal which its crayons have to children as a means of keeping them occupied and happy on rainy days, and is calling the attention of both the mothers and their retail outlets to this fact, with the result that an increase in sales has been noted. This idea could be applied to many more products, such as toys, motion picture machines, preserving ingredients, dressmaking outfits, etc., which could be sold with the rainy-day appeal, and explanations made as to how they could

be used on such occasions. The Binney & Smith Company is using large space in trade publications to tell the retailer how to capitalize on the rainy-day idea, and is running singlecolumn space in women's magazines calling the mother's attention to the

advantages of using crayon on those occasions. In its consumer advertising, a coupon is also added with a request for a booklet, "Seasonal Suggestions for Children's Parties," which tells of further ways in which the crayons can be

The copy is run during the months in which there is apt to be more rain than usual, such as April

An added point of interest, in ap-pealing to children, is the amount of stress which the Binney & Smith

Company puts on the "child level" of sales display. They recommend that their crayons be not displayed solely on the counters, where the mothers alone can see them, but also be displayed at the eye level of the average small child, because they have found that children have



Large Space in Trade Publications Are Being Used to Sell the Dealers

a great interest in looking in show cases and in windows, and often spot the crayons and insist that their mothers buy them. As a result, the Binney & Smith Compary considers the "child level" a very important factor in the sale of its products.

C. K. Elliott Joins Andrew Cone Agency

Charles K. Elliott, formerly with the Wales Advertising Agency, New York, has joined the copy department of the Andrew Cone General Advertising Agency, Inc., of that city.

el" end red the

out

COLOR



PRINTING

www There

is a certain advantage in having your color work printed in a shop that does a lot of this class of work.

Day and night we keep busy one of the largest batteries of two-color presses in the city.

This steady production not only keeps the quality up to standard but makes for economy and speed.

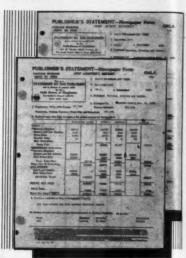
Make a note now. "See Francis on the next color job."

Charles Francis Press

Printing Crafts Building

461 Eighth Avenue - New York





Are VERIFIED byh

Advertisers in the Oklahoman and Times know they get what they pay for and that circulation bought on the basi of an Oklahoman and Times Publisher's Report is the circulation they get and that it will be verified.

HON

CUL

ED 1

BEI

OR

CLU

PLO

SCR

Get the facts. Compare the A.B.C Audit Reports for a complete, authentianalysis of Oklahoma City newspape circulations.

By publishing newspapers of superior exchange, the Oklahoman and Times have won reader audience more than three times as larg as that of the third Oklahoma City newspaper-twice that of any other newspaper in Oklahom—7% more than the combined circulations a all eighteen other daily newspapers published in Oklahoma City and its 68-mile trade territor

THE OKLAHOMA DKLA

y for basi

her

.B.C

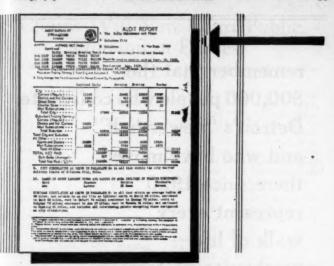
ape

22.00

larg

hon

ed i



his <u>Audit Report</u>

ALL OF THE OKLAHOMAN AND TIMES CIRCULATION WAS OBTAINED WITHOUT PREMIUMS
BEING OFFERED TO,
OR CONTESTS AND
CLUBBING OFFERS EMPLOYED AMONG, SUBSCRIBERS!

DKLAHOMA CITY TIMES



remember that the 800,000 people who constitute Detroit's "newer half" · and who have moved there since 1920 represent every walk of lifemechanics, motormen, milliners, managers and millionaires and they buy every type of commodity —you can reach and sell them thru the only newspaper they read the Detroit Times.

"The Trend is to the Times

Natio

I Ch met i Assoc unite defen fensiv rate chand social devot to thi the conve week. launc twelv

> to he which told i

> syster

It to an conve great ing 1 meeti called ence | tained hope count then tent t and t

straig void meeti 500 0 and made the r panie gett; the J

house buck Ward Bella

and a and chain

Chains Will Now Court Public Opinion in Earnest

National Association Faces Propaganda Issue Squarely and Organizes **Educational Program**

IN October, 1928, the National Chain Store Grocers Association met in Memphis and reorganized itself as the National Chain Store Association, the object being to unite all chains in an offensive and defensive program-especially offensive-to give the public an accurate picture of chain-store mer-chandising in all its economic and social phases. The past year was devoted to building up machinery to this end, with the result that, at the association's second annual convention held in Chicago last week, the campaign was formally launched. During the ensuing twelve months the country is going to hear the real chain-store story which, for the first time, will be told in an intensively organized and

systematic way.

It could not help being evident to anybody who attended the two conventions just mentioned that a great change has been wrought during the year. At the Memphis meeting there were perhaps 150 grocery chain owners and operators called together through the influence of Joseph M. Fly, who entertained the more or less forlorn hope that the chain interests of the country might recover from their then inferiority complex to an ex-tent that would enable them to unite and tell their collective story in a straightforward way, entirely de-void of fear. At the Chicago meeting there were in excess of 500 chain owners and executives, and this time, instead of being made up entirely of grocerymen, the number included drug companies such as Walgreen and Liggett; department organizations of the J. C. Penney type; mail-order house chains such as Sears, Roe-buck & Company, Montgomery Ward & Company and National-Bellas Hess Company; specialty and variety chains such as Kresge and Kress; shoe chains, candy chains, and even restaurant chains.

"The baby is growing fast," Mr. Fly remarked to PRINTERS' INK. And he was right. The develop-ment was probably one of the quickest and most notable in all the history of modern merchandising, the main reason, of course, being a realization that any further delay in presenting the chain-store story correctly to the fickle-minded public would be perilous.

It was brought out during the meeting that the opposition to chain-store progress centers mainly

around these classes: Small-town bankers.

Farmers' organizations. The union labor class.

Manufacturers and jobbers whose trade is mostly with the indepen-

dent retailer.

These elements, according to a report made to the meeting by R. W. Lyons, executive secretary of the association, have, in one way or another, carried on their propaganda during the last year to an extent that sixty-three bills, hostile and discriminatory to chains, have been considered by State legisla-tures and some of them passed.

Legislation of this type being plainly unconstitutional often could be, and was being, defeated on that basis; or, if passed, could usually be nullified through the courts after considerable expense and effort. In either of the latter events they probably would be toned down a bit and introduced again. It was only a question of time, according to Mr. Lyons and other speakers who discussed the subject, before antichain bills would be worked down to a point where they would be admissible under the constitution; and in this event the chains unquestionably would have forced upon them an uneconomic, although possibly a legal, burden with all the advantage going to their opponents.

How was this seemingly inevitable development going to be defeated? The only conceivable way, in the minds of substantially all who discussed the subject, was to get the matter properly before the public, with special reference to the reflex action that might then be obtained against the four elements mentioned. And what was the public attitude now? Strangely enough, as was asserted by Godfrey M.



William H. Albers

Newly-elected President of the
Association

Lehbar, editor of Chain Store Age, and others, the public thought on the subject at present could be regarded as apathetic. The public did not care a great deal about the fortunes or views of any of the parties in the controversy. But how long would it be, if present propaganda were permitted to continue unchecked, until this apathy might be translated into direct public opposition and the way thus prepared for the ultimate triumph of anti-chain legislation when at last it might be able to creep just inside of the constitutional barrier?

Pronouncements such as these, and a visual showing of the results of an analysis of anti-chain activities carried on by retailers' associations and others, built an effective background for an address given by Col. William J. Donovan, former assistant to the attorney general of the United States, who is looked upon as a mediator between big business and the public.

It was Colonel Donovan's view (a portion of his address appears

elsewhere in this issue) that public sentiment is all powerful in relation to Governmental and State activities looking toward the regulation of business. Plainly speaking, the public got what it wanted in this respect; for was not the public, theoretically at least, actually the Government itself?

One official of the association, in enlarging upon Colonel Donovan's thought about the power and preeminence of the public even in matters supposedly controlled by economic forces, was disposed to regard the present trend as extremely critical for the chains, with a great amount of potential danger ahead. One reason for this, he said, was the avidity with which the politicians are taking up the chain-store issue because of the effect they think it may have upon their own advantage-the politicians who are supposed to keep their ears to the ground so as to be quickly responsive to all changes in public sentiment.

"If this thing goes on," he declared, "it eventually is going to become a political issue just as much as the tariff; farm relief, or similar questions. The tariff and the farm situation are economic problems just as much as is retailing. Yet they are handled through political machinery. Why is it ridiculous, then, to suppose that at least an attempt will be made to administer retailing in the same way?"

This official made the sensational announcement that "a prominent United States Senator" had declared to him in all seriousness that one of the main issues—perhaps the main issue—in the next presidential campaign would be the question of whether the chain-store interests of the country would be permitted to develop and progress in an economic way or be arbitrarily hampered by enacted law in the interest of the independent retailer and the individual community.

It seemed to be the general thought, expressed both in open and executive sessions, that the chain stores heretofore have made a costly mistake in presuming that economic considerations would prevail as a matter of course—that the

olicion viion the his lic,

in

1's

in

to

al

ne

is d

LEVENING WORLD provides daily coverage of 304,252 families . . . an audience whose quality is certified by The Evening World's high editorial standards ... whose responsiveness is demonstrated by the fact that The Evening World, alone, carries the advertising of every Manhattan department store. And the Evening World delivers this foundation coverage to you at a milline cost lower than other evening newspapers. Check the advantages offered by The Evening World against those of other newspapers and you can see for yourself why The Evening World is a backbone medium in this great New York market.

The Evening World

New York's FOUNDATION Newspaper

Pulitzer Building, New York

TRIBUNE TOWER
Chicago

GENERAL MOTORS BLDG.

Detroit

lower prices made possible through the elimination of waste and other phases of chain-store operation would automatically make a case for the chains with the public. Sentiments such as these found a ready response; and it was not strange, under the circumstances, that the association should declareunanimously in favor of a proposed \$250,000 budget to finance a program of "education" during the coming year.

George B. Everitt, president of Montgomery Ward & Company, was the only one even mildly to object to the proposal; and Mr. Everitt's objection was not to the plan itself, but to the relatively small size of the budget. It was said, however, that the 1930 project was mainly in the nature of a beginning and was designed largely to enable the association to get squared away so as to make its presentation in a manner that would be psychologically sound and free from the mistakes which have characterized institutional presentatations by some other industries.

The work during the coming year will include a speakers' bureau with trained speakers steadily employed. It will take in legislative activities and legal moves to defeat hostile legislation in the courts. Newspaper syndicates will broadcast material descriptive of chain-store methods. Paid advertising will ultimately be a part of the plan. A thoroughly complete research bureau will be organized whose object will be the obtaining of accurate and dependable information regarding all phases of chain-store activity. These data will be at the disposal of business papers, newspapers and other publications and will be supplied to colleges, universities and all others interested in them. The association will increase the circulation of its paper, "Chain Store Progress," to a great number of thousands. This paper, which is purely an official proposition without any paid advertising, will attempt to present the news of chain-store development in a dignified way. It will be sent to business executives, bankers, labor union officials and, to a large extent, to the general public.

to working out ways and means whereby the members of the association may be able constructively to co-operate with communities and to become, to all intents and purposes, as much a part of them as are the independent stores. There was thorough agreement with sentiments expressed by E. C. Sams, president of the J. C. Penney Company, that this community matter was one of the most stubborn and important questions chain stores have to conquer. It was recognized that the chains are bound to be handicapped in this respect regardless of what may be done. A chain store unit is certain to be regarded as belonging to a "foreign" corporation. Nevertheless, it was agreed that much of the sting might be removed if some careful attention were given the subject of good citizenship on the part of the chains.

The Chain Store and the Local Bank

As part of the plan to gain recognition for chain stores as integral parts of the communities in which they are located, special efforts are going to be made to establish and maintain amicable relations with The association local bankers. members were not a little startled at the unusually frank exposition of the bankers' attitude given them by Craig B. Hazlewood, president of the American Bankers' Association, and vice-president of the First National Bank of Chicago. Mr. Hazlewood, part of whose speech appeared in last week's PRINTERS' INK, asserted that the chains were using smaller banks at a considerable net loss to the latter and that, therefore, the bankers were automatically opposed to the chains as a strict business proposition. He thought some plan might be worked out whereby local chain-store accounts might be handled by banks profitably. He proposed that the association appoint a committee to confer with a committee of bankers which he would appoint with the object of agreeing upon some such plan.

nt in a dignified way. It will be to business executives, bank-labor union officials and, to a ge extent, to the general public.

Special attention will be devoted named during the annual conven-

920

ssovely

and ouras

ere sen-

ms,

and ores zed be

rdain ded po-

be ion cit-ins.

are and ith ion led

em ent

ci-

go.

k's

he

iks at-

ers

he oht

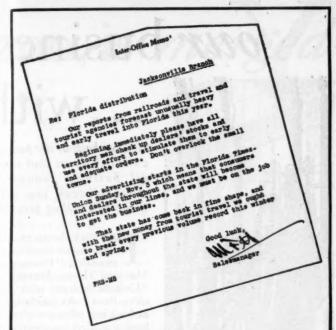
ed ed m-

ee p-

ng

lly

et



Well-

That seems to tell the whole story, except for saying on our side of the question that winter visitors are arriving by the thousands (just that) and in making lists now, you can NOW list—

The Florida Times-Union

A. B. C. Publisher's Statement, March 31, 1929, 50,707 Daily, 63,028 Sunday

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . Chicago . . Philadelphia . . Los Angeles . . San Francisco

our busines to with

THEY'VB been making the program Helping newspaper headlines from the force months; "Postum an force Maxwell House Merge"... ation's "Colgate Merges with Palmonthly olive-Peet." At luncheon... hamber in brokers' offices—wherew Jashing business men meet—merge attorities are the chief topic of converges at the case of the station. sation.

More than likely you have an 300, already been affected by the Alert merger movements. Merge overed are creating perplexing product their lems of competition, man usiness facturing, marketing at eenest advertising. recutiv advertising.

And mergers are only or use rea of the multitude of X forces the dominate modern business deed, Legislation . . . shifting finance imaxes . . . new inventions . . . revolutionized distribution—such as the external forces that control ortant, in the control or that, in the control or that it is the control of the control

X—symbolic of the powerfine business today—ca ith X—make or break your advertising and selling programs very acceptance.

ogram

eased



NATION'S

s too, is merged

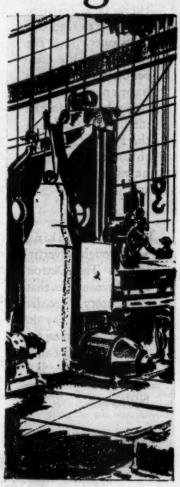
werfi or business and all business and all business and all you are inseparably merged ith X—for better or worse! nore him—and he may smash ram very advertising and selling rogram you project! akin Helping intelligent business less the ne keep on top of these in an forces is the function of ation's Business. Published Palmonthly by the United States in ... hamber of Commerce, at the area of the self-ashington, it is timely and ergo atthoritative. In just a few onve ears its circulation has interested from 10,000 to more

have ears its circulation has inreased from 10,000 to more
have an 300,000!

It Alert advertisers have diserge overed that when they preproduct their messages in Nation's
nan usiness they talk to America's
at eenest, foremost business
tecutives . . . that their inyour needer-interest is reflecest d in its advertising pages.
The deed, the October number
hand maxes 94 consecutive months
advertising gains!

Are you reaching this imoutput of the page of the page

ontroptant, influential market?



BUSINESS



00

this

son

an tha

fai

the

get

inc

out in

int

Sta

cor

wit

evi

wa

Yo

cor Fe

que

dis

tui

ch

the

Co

H

de

pa

ph

E

In on in

Di

ele

I Na quarter million families each morning in Detroit there is a definite eagerness to read this newspaper. It is the indispensable compendium of what's happened wherever things happen, for the intelligent families in the Fourth City. It is the only morning newspaper in the area.

q

SALES making through advertising in The Detroit Free Press means that your story precedes the business day in Detroit. It comes before buying. Not after it has been done. It is there "B.B."—before business.

YOU can very successfully and profitably pick up the early morning influence of The Free Press in these quarter million homes in Detroit, and divert it for your own use and the enhancement of your business.

0

YOU too can become a part of the freshness and the newness of each new day in a great market.

The Detroit Free Press

VERREE &



CONKLIN, INC.

New York

Chicago

Detroit

San Francisco

Oct. 3, 1929

It was the general thought that some plan might be devised whereby the banks could be paid an arbitrary service fee of a size that would enable them to make a fair profit on all transactions with the chains.

Similar efforts will be made to get on friendly terms with manufacturers and producers in general, including farmers. A committee was appointed to endeavor to iron out the situation with producers in general.

While recognizing the need of intensively cultivating public sentiment so that both national and State governments would not be constrained to attempt to interfere with the economic destiny of the chain systems, the association evinced a disposition to lean backward if need be in co-operating with various governmental bodies at present. For example, Mr. the retiring president, strongly urged the members to comply wholeheartedly with the Federal Trade Commission's request for data relative to the chainstore system of marketing and distribution by filling out and returning to the Commission the questionnaire it sent out to 7,500 chain stores.

William H. Albers, president of the Kroger Grocery & Baking Company, of Cincinnati, was elected president of the association. He succeeds E. G. Yonker, president of the Sanitary Grocery Company, Washington, D. C., who helped organize the body at Memphis, but declined re-election.

Vice-presidents elected were: Edward Dale, of Safeway Stores, Inc., Los Angeles, to serve a sec-ond term; Paul Metzger, Washington Shirt Shops, Chicago; M. G. Gibbs, People's Drug Company, Washington, D. C.; William H. Haroway, Continental Food Stores, Denver.

Ward Melville, of the Melville Shoe Corp., New York, was reelected treasurer.

The executive committee was reorganized to include:

F. H. Massmann, National Tea Co., chairman, Chicago; Mr. Yonker;

Mr. Melville; T. N. Roulston, Thos. Roulston, Brooklyn; W. T. Grant, W. T. Grant Co., New York; Ralph W. Gwinn, J. C. Penney Co., New York.

These were elected directors:

These were elected directors:
C. F. Adams, First National Stores, Boston; George B. Everitt, Montgomery Ward & Co., Chicago; Geo. M. Gales, Louis K. Liggett Co., New York; E. H. Krom, G. K. Kinney Co.; Frank Melville, Jr., Melville Shoe Corp., New York; D. Penney Co., New York; Samuel Robinson, American Stores Co., Philadelphia; C. B. Van Dusen, S. S. Kresge Co., Detroit; Gen. R. E. Wood, Sears, Roebuck Co., Chicago; C. H. Walgreen, Walgreen Co., Chicago; C. H. Walgreen, Walgreen Co., Chicago; C. Portland, Oreg.; M. B. Skaggs, Safeway Stores, Inc., Oakland, Calif.

Why the Chain Store Should Help Develop the Community

E. C. SAMS, president of the J. C. Penney Co., emphasized the importance of the chain store developing favorable public senti-He thought relatively too much emphasis had been put upon price and that the public, while appreciating the price advantage, still looked upon the chain as a foreign organization which in a measure competed with local interests.

"Telling the truth to the public about our activities and purposes, he said, "is one of the best means of winning confidence for the chain store. It is necessary to keep the public informed as to the exact mission of the chain store; its benefits as an economic factor in family life, and the point that, if the chain store is properly conducted, it is literally a single retail store unity, like any other kind of

"The retailer and the chain have nothing to fear of each other, if both conduct an honest, efficient business, and place service to the community at least on a parity with profits to be received therefrom. If they are sincere in their intentions, interested in the town that supports them and are members, in good standing, of the com-

(Continued on page 168)

Value of Sales Playlets

RAILWAY AND INDUSTRIAL ENGINEERING COMPANY GREENSBURG, PA.

Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

Can you tell me where I can get
one or two playlets depicting right
and wrong methods of selling?

Our sales meetings are somewhat
technical in nature and I would like
to obtain a playlet to be presented
as a diversion from our regular program. I have noticed occasional
mention in PRINTERS' INK where
other companies have used the play. other companies have used the playlet successfully in presenting the psychological side of the sale.
F. E. L. WHITESELL,
Assistant Sales Manager.

PERHAPS there is nothing else in the whole realm of sales convention management and operation so effective in presenting selling technique to a body of salesmen as the play. When it is well doneand this does not mean that it has measure up to professional standards of playwriting, producing and acting-it just about has everything. It compels every member of the audience to see himself up on the stage in the role of the salesman. There is concentration of attention and feeling, action, a struggle, and a lasting picture to carry away.

A sales play to be worth any-thing must be concocted out of the precise needs of the situation. It cannot be purchased ready-made. It must be made to order. Where the product is technical, involving engineering data, a playlet, if well thought out and intelligently directed, can put over sales points in a fraction of the time required by the usual method of exposition and discussion. There are a number of ways of getting and producing a play, such as having it written by a professional playwright, or by some member of the company with the necessary writing ability, using local talent or one or more professionals for actors, and so on.

Several articles describing the use of plays by manufacturers at sales conventions have appeared in the PRINTERS' INK Publications and a list is available to those ininterested in this subject.-[Ed. PRINTERS' INK.

Millsco Agency Appointments

Miss E. M. Sterling, who recently joined the Milseo Agency, Inc., New York, has been promoted to assistant to the president of that agency.

A. M. Martiner, formerly in charge of the contract and rate department of the Foreign Advertising & Service Bureau, Inc., New York, has joined the Millseo agency to take charge of the estimate and contract department.

American Art Works Advance L. T. Merriam

Louis T. Merriam, for the last three years a sales representative of The American Art Works, Inc., Coshocton, Ohio, has been appointed sales manager, in the New England district, of that company. His headquarters will be at Roston.

A. E. Peters with "The Playgoer," Detroit

Albert E. Peters, formerly a vice-president of Holden, Peters & Clark. Inc., Detroit advertising agency, now Holden McKinney & Clark, Inc., has been appointed editor of "The Playgoer," Detroit.

Sanitary Supply Account to Sterling Beeson

The Sanitary Supply Company, Toledo, manufacturer of bath brushes and bath cabinets, has placed its advertising ac-count with Sterling Beeson, Inc., adver-tising agency of that city.

> Joins Canadian Johns-Manville

S. A. Rutland, formerly with the advertising staff of the Toronto Globe, has joined the sales promotion and adver-tising staff of the Canadian Johns-Man-ville Corporation, Toronto.

To Represent "Industrial Digest" in Cleveland

The Industrial Digest, New York, has appointed the Howard Coburn Company, Cleveland, as its advertising representative in the Cleveland district.

Appoints Marjorie Signer

David Lowenthal & Company, Inc., New York, has placed the advertising of its Margate sportswear with Marjorie Signer, Inc., New York advertising

Joins Bauerlein Agency

William Ryals, formerly with the dis-play department of the New Orleans Times-Picayuse, has joined Bauerlein, Inc., advertising agency of that city, as a contact man.

1081 Columns of Advertising of High Character —A New Record

THE NEW YORK TIMES Sunday, September 22, printed 1081 columns of advertising, the greatest volume ever published by any New York newspaper on a single day.

In the week of September 16 to 22 (inclusive) The Times printed 2739 columns, a record for a single week:

CO	LUMNS
Monday, September 16	276
Tuesday, September 17	337
Wednesday, September 18	313
Thursday, September 19	318
Friday, September 20	305
Saturday, September 21	109
Sunday, September 22	1081
TOTAL	2730

In eight months this year The New York Times published 20,702,501 agate lines of advertising, 7,274,513 lines more than any other New York newspaper. The Times gain of 1,601,199 lines over the corresponding period of 1928 was greater by nearly 350,000 lines than the gain of any other newspaper.

THE CHARACTER OF THE ADVERTISEMENTS IN THE TIMES COLUMNS IS MORE NOTABLE THAN THE UNEQUALED VOLUME. THE TIMES MAINTAINS A CAREFUL SCRUTINY OF ALL ANNOUNCEMENTS IN ITS ENDEAVOR TO EXCLUDE FRAUDULENT, MISLEADING OR OTHER UNWORTHY ADVERTISING.

The New York Times

nents ecently New

, 1920

charge ient of ce Bued the of the

vance

three f The hocton, mager, f that be at

Playvice-Clark. now

now has goer,"

oledo, l bath ng acadver-

ne ade, has adver-Man-

k, has ipany, senta-

al

Inc., tising rjorie tising

e disrleans rlein, ty, as

On the Minds of National Advertisers

BEGINNING October 14 there will be a three-day meeting at Swampscott, Mass., which will en-deavor to probe the minds of national advertisers and find out just what problems, both of the present and of the future, are foremost in their thoughts. The occasion will be the annual convention of the Association of National Advertisers.

A committee, under the direction of Stuart Peabody, The Borden Sales Company, chairman, with W. A. Grove, Edison Electric Appliance Company, associate chair-man, has worked out a program of speeches. These addresses, it is expected, will strike at matters of deep significance to national advertisers and encourage their representatives to carry on the discus-

Advertising Manager-Business Man or Technician?" for example, should stir up an interchange of opinion. This opening topic will be discussed by Guy C. Smith, president of the A. N. A. and manager of advertising and research of Libby, McNeill & Libby. Lee H. Bristol, vice-president, Bristol-Myers Co., will talk on "The Distribution Director— The New Job in American Busi-J. P. Jordan, Stevenson, Harrison and Jordan, will speak on "Co-ordination of Distribution Responsibility." The opening session will be presided over by Ralph Starr Butler, vice-president, General Foods Corporation.

The afternoon session, on October 14, will be presided over by Bernard Lichtenberg, director of university service, Alexander Hamilton Institute. John Sterling, vice-president, The McCall Com-pany, will talk on "How to Use Advertising and Sales Researches Made by Advertising Mediums." Alex F. Osborn, vice-president, Batten, Barton, Durstine & Osborn, Inc., will discuss "Simplifying the Advertiser-Agent Contact Prob-

lem."

The morning session on October 15 will hear Gates Ferguson, manager, advertising division, Inter-

national Telephone & Telegraph Co., advise on the laying out of a five-year advertising campaign. Reports from officers and committee chairmen will be received at this session.

H. S. Dennison, president, Dennison Manufacturing Co., will address the afternoon session on "What the Distribution Census Will Mean to Business," Norman E. Olds, advertising manager, Perfection Stove Co., pre-siding. After discussion of this address the members will assemble in group meetings of which the following will be chairmen:

Apparel, Brothers. Paul Thomas, Drug products, Edwin B. Loveland,

Drug products, Edwin B. Loveland, Stanco, Inc.
Food products, John H. Platt, Kraft-Phenix Cheese Corp.
Household products, Gilbert H. Durston, Mohawk Carpet Mills. Building materials, J. L. Grimes, Wheeling Steel Corp. Export, S. E. Conybeare, Arm-strong Cork Co.

General meetings will be resumed on October 16 with T. F. Driscoll, advertising manager, Armour & Co., presiding. Peirce Johnson, art director, Ralph H. Jones Co., will talk on "A Sane Attitude on Modern Art and Modern Typography." "When to Use Records in Broadcasting," the subject assigned to L. S. Baker, managing director, National Association of Broadcasters, will be accompanied by a demonstration of different types of records used. The experience of The Maytag Company with recorded programs will be described by R. A. Bradt, vice-president. Professor Melvin T. Copeland will bring the convention to its close with a report on a study on "Mutualization of Manufacturer's Profits with Distributor's."

The annual banquet of the association will be held on the evening of October 14. Representatives of advertising mediums and of members' advertising agencies have been invited to attend. "Snob Advertising" will be discussed by Professor Robert E. Rogers, of Massachusetts Institute of Technology. Television as an Advertising Medium" will be explained by E. E. Replogle, assistant to the president of The Jenkins Television Co.



Northwestern gropolis

15.8%

33.0% Population in Towns where Farm Trade Dominates.

Your Real Major Market

Markets are folks. Crowding them together doesn't increase buying power. Putting them on profitable farms doesn't lower their buying power.

Northwestern Agropolis is the farm population of the Northwest. It has 1,610,414 people. Minnesota's largest three cities combined have

Isn't this your major market? It owns more than five-and-a-half billion dollars' worth of property. It has an income of more than a billion dollars a year.

Our new book tells you more about this unique market that earns its total investment every five



55 E. 10th St. St. Paul, Minn.

Standard Farm Papers, Inc., 307 No. Michigan Ave., Chicago, Ill.



Wallace C. Richardson, Inc., 250 Park Avenue,

Member Standard Farm Paper Unit

graph t of a

3, 1920

paign. comved at Dennill ad-

n on ensus with manpreemble

h the eney and.

latt. ills. mes, rm-

umed scoll. ir & nson, Co. le on ypog-ds in

gned ector, castdemгес-The orded

y R. ofesbring th a lizawith

assoning s of nembeen rtisessor

chuogy. Me-E.

dent





(Above) Assembling radios in the plant of the Atwater Kent Mfg. Co. 4500 radios are produced daily.



Making the El Producto Cigar in the factory of G. H. P. Cigar Co., Inc.



A complete street car every working hour is production record of the J. G. Brill Com The erecting shop above is 900 feet in he

, half

ed pr

d Phi t is u ituati

blem e ne

carefu

con

day a lletin

3,573

v cos

a b

iladel atte

PHILAL

Home of World Leaders Phil in Industry

THE industrial roster of Philadel in its field: Disston Saws, Stetson Hats, Street Cars, Baldwin Locomotives, Are Kent Radios, and others that are famed the five continents.

5,035 industrial plants - producing billions of dollars' worth of manufact products yearly; paying over 430 mil dollars in wages.

Philadelphia-a great center for manufact

New York Office: 247 Park Ave. Chicago Office: 333 N. Michigan Ave. Detroit Office: 321 Lafayette Blvd. San Francisco Office: 681 Market St. THE B



ladelphia—the City of Homes and bone owners. the 422,600 individual homes in Philadelia, half of them are owned by their occupants.



(Above) Pouring saw seed and (Below) blocking hand saws in the factory of Henry Disston & Sons. Inc.

ALLPHIA

king hour i Brill Comp feet in la

Philadel world la on Hats, l

ves, Atw

re fame

ducing

nanufaci 430 mil

manufa

- is a greater place for selling manufaced products.

Philadelphia has the largest community home owners in America.

d Philadelphia has a newspaper situation t is unique among great city markets, situation that simplifies the advertiser's blem.

e newspaper — The Evening Bulletin careful building through 34 years, has won confidence of the Philadelphia home.

day among 572,600 homes, The Evening lletin has a net paid daily circulation of 3,573. Reaching nearly every home at a v cost.

a basis of sales facts and cost figures, iladelphia and The Evening Bulletin earn attention of advertisers today.



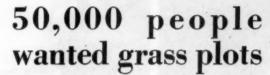
(Above) First view – weaving, and second view – inspecting carpet at Hardwick & Magee Company.



Making the famous Stetson hat in the factory of John B. Stetson Co.

Thebening Bulletin

PHILADELPHIA



On October 1st, New York's annual "Pussin-the-Corner" game was played by 500,000 people.

450,000 of them changed their minds about where they wanted to live in the city. And moved! 50,000 of them changed their minds about living in the city at all. And moved to the suburbs!

The same thing has happened with morning newspaper reading habits. 50,000 people have changed their minds about what New York morning newspaper they like to read—and today 50,000 more of them buy the morning American than bought it in June.

And speaking of the 50,000 population shift to the suburbs, and the increased buying power it places there, makers of advertising schedules might note from the records that the Sunday New York American's suburban circulation exceeds that of the next two standard size Sunday newspapers combined by more than 50,000!

50,000 is a nice figure—even in New York.

NEW YORK AMERICAN

"A BETTER NEWSPAPER"

NATIONAL ADVERTISING REPRESENTATIVE

PAUL BLOCK INCORPORATED

CHICAGO BOSTON PHILADELPHIA SAN FRANCISCO

247 PARK AVE., N. Y.

. . DETROIT . .

The Illustration and Its Job

An Elementary Discussion of a Topic That Even the Experienced Ad-Crafters Have Not Agreed Upon

By Aesop Glim

HE question of "What to illustrate?" is always a poserwhen the answer is not immediately obvious. So up steps Aesop Glim with a formula. Whenever you are sure that you know exactly what to illustrate, use this to check your reasoning. When you are stumped on what to illustrate, maybe this will start your mind working.

This formula is another of those obvious aphorisms, which so infuriate the Experienced Ad-Crafter. Your illustration should probably picture some one of the following:

The article itself—not in use.
 The article itself—in use.
 Some result of possessing the

article. 4. Some result of lacking the ar-

5. Allegorical interpretations of any of the above.

6. Association and atmosphere.
7. Sources of raw materials or the raw materials themselves.

8. Equipment, methods or person-nel required for the manufacture.

The trick is to know which one belongs in the particular advertisement you are writing. It makes a difference!

Broadly speaking, the first four are the strongest; the fifth and sixth have their value, now and

The last two represent last resorts and most often disclose a lack of imagination. They form the basis for institutional advertisements, which are excellent when needed-but, pray that you will never need them. They do not require much discussion.

Before we look at the first six types in detail, let us consider a few rules and definitions which apply to any and all illustrations.

The illustration has an idea to put across. This idea must point directly or indirectly to the desirability of possessing the product or service you are selling. The illustration must put its idea across quickly. And in a technique as simple and understandable as pos-

In other words, never lose sight of the fact that your illustration is only a means to an end. It is never an end in itself. Illustration, headline, copy and every other element of your advertisement must be working solely-and from start to finish-to establish the desirability of whatever it is that you have to sell.

The illustration must not be too interesting in itself. If any of your prospects looks at your finadvertisement and "What a lovely picture!" count that advertisement a total loss. The illustration must help to make the reader feel that the beans you are advertising are worth trying, and by whatever degree you fail to do that, you are losing money.

It is for this very reason that the proud artist's signature should almost always be omitted. The signature gives the picture an interest and an importance it should not have. (The humble copy writer never signs his work, does he?) Once in a great while an artist's signature may be an aid in establishing the desirability of your product or service. For example, the signature of an artist already famous with your prospects for his illustrations of sport or style subjects might help establish the sport or style authenticity of your product. But such cases are few and far between and you'll never go wrong if you omit the artist's signature.

By the same tokens, the illustration should never be purely an ornament. It must do something! Otherwise you are extravagant in your buying of both art work and

Don't buy pictures just to show the public what good taste you have—or in the hopes of raising their aesthetic standards. It would be better to give the money to a

But all this does not mean to imply that the job the illustration has to do may not be the creation of atmosphere or an association of ideas. When such is the job, it's an important job and may, on occasion, be a full load all by itself for the illustration to carry. Keep the distinction!

Now let us contemplate the six major types of illustrations which we have set up. We can't say when to use which. Market investigation and copy plans have too much to do with it. But we can look over some examples of each type and estimate their usages.

1. The article itself—not in use. The first advertisement in the back of the periodical seems to be Campbell's Soup for a change. Campbell's Soup—not in use—is apt to be a picture of the familiar red and white can. It is pictured in order to put an image onto the housekeeper's retina which will induce her to order Campbell's Soup when she sees this same can on the grocer's shelf, if she has otherwise omitted to do so. Campbell's Soup—not in use—could also be a bowl of soup ready to eat; thereby portraying its appetizing appearance and even suggesting its aroma.

If you were introducing a new type of monkey wrench, the advantages of which were structural and readily visible, you might have a good still life or even a photograph of the monkey wrench-not in use. An automobile—not in use
—might be pictured in complete silhouette-that is, without background, setting or passengers—and thereby show off distinctive lines or important details of design. The one thing to remember about illustrating the article itself—not in use—is that the picture should tell the prospect much more than simply, This is what we are talking about.'

2. The article itself—in use. Campbell's Soup—in use—(about as pleasantly as it could be portrayed) would be a picture of someone in the act of eating the soup with obvious enjoyment. The

soup still in the bowl could have all the appearance and aroma suggestions of the "not in use" illustration, and the eater's obvious enjoyment of the soup would complete a more ideaful picture than the still life. If your new monkey wrench had functional advantages, in addition to its structural advantages, you would have to picture the monkey wrench-in use-if you wanted to give your illustration as big a load as possible to carry. An automobile—in use—would require a portrayal of some performance feature and the owner's enjoyment thereof. Personally, I am inclined to favor a picture of the article itself—in use—to all the other types of illustration. With certain other elements occasionally added. as background or lesser detail, I think it gives you the most for your money, in both art costs and the use of the space you are buy-

Some result of possessing the article. This is my second choice. The Campbell Kids show (by their lack of anaemia) a distinct and desirable result of their mother's havbought Campbell's Whether by accident or design, these Kids portray good spirits and radiant good health; yet, because they are cartoons, they are everyone's children and not one particular type which might attract some mothers and not interest others. Some result of possessing the newfangled monkey wrench might be shown by an illustration of a plumber who had been able to double his output and income, through its The possession of an automobile might result in better health, the ability to go visiting and get free meals, the saving of a life (calling the doctor), or even in social recognition and admittance into the Who's Whosis Club. man who answered the waiter in French showed clearly the result of possession, including self-posses-

4. Some result of lacking the article. I rate this third best. The negative approach is always vivid, although as a general rule the positive is stronger and makes a more pleasant association. Campbell's Soup advertising could picture the

have oma use" ious

than nkey nges, van-

you a as An

uire ance nent ined ticle

ther tain ded.

for

and

uy-

the

ice.

de-

up.

gn,

ind use

ry-

me

rs. W-

be

mble

its to-

th.

get

fe

he in

she

he d, ire 's

Who's the *Hardest-Boiled* Space Buyer in America?

WHAT a question that is! Better I should say, "Who's the best space buyer in America?" Be that as it may, I know that these gentlemen are doing their jobs mighty efficiently: They are placing their clients' advertising where it will do the most good, at the smallest commensurate cost. Otherwise, ere long, there would be none of this modern commodity which creates consumer acceptance and makes directors smile. ▲ This being the case, I want to say right out in church that no space buyer who has anything to do with home-commodity advertising is going to overlook the new, argument-proof distribution plan which the Los Angeles Examiner will announce in Printers' Ink, and elsewhere, within the next two weeks. This is not a stunt. Not merely a device. As far as we know, it has never been conceived or attempted before. It has the enthusiastic approval of seasoned merchandisers who certainly know their stuff. Moreover, to use a hackneyed phrase, it is going to open up a hitherto untried era in selling and advertising. It is thoroughly sound!

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

poor sickly child for whom mother should buy Campbell's Soup. The monkey wrench advertisements could picture either leaky hydrants or lost fingers. A group of stay-at-homes could show many results of lacking an automobile. The girl who looks like a rose, but lacks the most essential attribute, shows the result of lacking both imagination and friends who would tell her. Give the negative its due!

5. Allegorical interpretation. A Campbell's Soup Campaign could tell the story of Happyland: On Healthville Farm. Trees could take the place of the grocer's shelves. The new arrivals at the Farm would be the sickly children who had never tasted Campbell's Soup. The children who had been at the Farm for some time would all be Campbell Kids. The children could visit the orchards in which the various kinds of canned soup grew on trees—and the kitchens in which the soup was taken from the cans, heated and poured into bowls. Your monkey wrench could become Excalibur. Your automobile, the winged Pegasus. All of mythology is at your command. And most of it has been used and abused and used again.

6. Association and atmosphere. Under this head, I, Aesop Glim, list all devices, good or bad, which are used to build up artificially the importance of a product or service. None of these devices is consistently good or bad. When you feel the need for one, you have again reached a good spot for meditation and prayer. Campbell's Soup has been pictured-in use-in a formal dining-room, served by butlers and footmen; thereby registering the fact that here is a canned food which is socially permissible. What automobile manufacturer has not pictured his pride and joy standing in front of a palace-or being entered by ambassadors and military dignitaries? What class of products has not been endorsed by the stars of our self-appointed aristocracy-with portraits and facsimile letters; to say nothing of those now lesser stars of stage, screen and sport? Sunny Jim was a successful creation—a character

designed to give individuality to a cereal. Aunt Jemima is most successful in giving individuality to a medern pancake flour. In the use of association ideas and atmospheric elements-particularly if they be testimonials-let your conscience be your guide.

Many generalities have been put forth in this disquisition. are intended to be helpful. But to paraphrase a very wise man: All generalities are false, including those of Aesop Glim.

Yale Lock Acquires British Company

Company, Stamford, Conn., locks, builders' hardware and material handling equipment, has purchased H. & T. Vaughan, Ltd., Willenhall, England, lock manufacturer. The Yale company has acquired all of the trade-marks of the English concern and will also produce Yale locks in England for distribution in the British Empire.

The newly acquired plant will be operated as the British branch of The Yale & Towne Manufacturing Company, J. R. Wilder, formerly managing director of The Yale & Towne Company, London, has been appointed manager of

J. R. Wilder, tolk and the Company, tor of The Yale & Towne Company, London, has been appointed manager of the new British branch, with headquarters at Willenhall.

Made Advertising Manager, Bryant Electric

F. S. Montgomery, for the last five years vice-president and treasurer of the Walter A. Allen Agency, Inc., Hart-ford advertising agency, has been ap-pointed advertising manager of the Bryant Electric Company, Bridgeport, Conn. He succeeds E. I. Pratt, who recently resigned to join the Curtiss Flying Service, New York.

S. A. Morrow Advanced by Cable Company

S. A. Morrow, for the last eight years with the advertising department of the Cable Company, Chicago piano manufacturer, and recently assistant advertising manager, has been appointed advertising manager. He was at one time with Henri, Hurst & McDonald, Inc., Chicago advertising agency.

J. E. Loudenbach Joins Motoscope Corporation

J. E. Loudenbach, formerly service manager of the Clum Manufacturing Company, Milwaukee, has been ap-pointed sales manager of the Motoscone Corporation, Chicago. He was previously with the Splitdorf-Bethlehem Electric Company.

020

o a

suco a use 10sif on-

put hey t to All ing

h

ing

ling

T.

any of oro-

dis-

be

The

ny.

rec-

ny. ad-

ive the irtapthe ort, ho

ies

V ATS the ıuerne ld.

0-

ce

ng

p-ne ly



"Elaine-Goering Watches" is another of the 506 Nation-Advertised Products that used The Examiner exclusively in San Francisco during 1928.

Supreme reader confidence, won by the gifted Women Editors who conduct Style,
Beauty and Home Making departments for The Examiner, guarantees ready acceptance for any merchandise appealing through its columns to women's desire for either luxuries or necessities.

The 506 accounts do not include 102 exclusive Automotive and Finanical accounts that bring the total to 608.

ELAINE GOERING WATCHES



One of the 28 Hearst Newspapers read by more than 20 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.

W. W. CHEW 285 Madison Ave. NEW YORK CITY

A. R. BARTLETT 3-129 General Motors Bldg. 612 Hearst Bldg. DETROIT

CHICAGO

J. D. GALBRAITH F. W. MACMILLAN 625 Hearst Bldg. SAN FRANCISCO







The state of the s

tion which is untilled

water the part of the part of



it CAN be read almost anywhere by almost anybody in anybody's time and to anybody's taste + Which is one reason why it has the largest circulation in America + And another why it is a great medium.



THE NEWS

NEW YORK'S PICTURE NEWSPAPER

25 PARK PLACE, NEW YORK

Kohl Bidg., San Francisco + Tribune Tower, Oricoge



In the first 8 months of 1929, The St. Louis Star carried a volume of women's apparel advertising approximately twice the amount carried by the daily morning newspaper.

St. Louis women's apparel merchants, who were responsible for this distribution of lineage, have proved that the most effective way to sell the feminine St. Louis market is by advertising in the evening newspaper field.

So, it is not surprising that such products as Charis, Houbigant, Coty and many others sold to women, are advertised in St. Louis exclusively in The St. Louis Star and the other large evening newspaper.

THE ST. LOUIS STAR

National Advertising Representative-GEORGE A. McDEVITT CO.

American Branch Plants Abroad Bring New Profits

They Menace Neither American Industry Nor the American Workingman

By Walter F. Wyman

General Sales Manager, The Carter's Ink Company

I N discussing the establishment of American branch

plants abroad, Chester M. Wright, of the American

Federation of Labor, said in

the September 12 issue of "Printers' Ink": "The whole

problem is amazing. The

whole development is sensa-

tional. The whole outlook

is filled with interesting

In this article Mr. Wyman,

who is nationally known as an authority on export mat-

ters, removes some of the

question marks. He explains

the why of the trend and

predicts that it will benefit

both American industry and

the American workingman.

question marks."

THE reason why manufacturers in the United States establish, branch factories overseas is to make profits otherwise unobtainable.

First in the list of specific reasons why these profits cannot be obtained by domestic manufacture

plus export shipping is the existence of tariff walls
too high to scale.
A preferential
tariff, coupled with
a dumping clause,
usually, but by no
means invariably,
bars direct exporting. It inevitably
brings about consideration of manufacturing within
the protected market.

Let us take our good neighbor, Canada, as an excellent example. Here we find every physical opportunity for direct exporting. Short dis-

munication; a common language; similar currency and all but identical tastes and methods of distribution are obviously present.

Added to these similarities is a high tariff! And that high tariff, fortified by the dumping and preferential clauses, insists upon the establishment of branch factories for many products—or only nominal profitable sales. This is not a theory—but a condition.

Second in the list of specific "reasons why" these profits are unobtainable except by branch factories abroad is patent legislation in foreign countries which invalidates patents secured, unless within a reasonably short time actual

manufacture of the articles involved is present in the country granting the patent.

It is merely evasion of the point to indicate that the leasing of these patents avoids the establishment of a branch factory by a manufacturer resident in the United States.

Indeed, unless the profit from the lease equals the profit from the operation of a foreign branch plant, all of us in the United States are losers—as I shall later prove.

These two factors—the customs
tariffs and the patent law provisions
of other countries
—supply the "reasons why" for the
existence of all but
the small minority
of branch factories
abroad. No volume
of humorous references to other matters can laugh off

norting. Short distances; both rail and water comnunication; a common language;—and their inevitable results.

Let us together analyze the effect upon the skilled workman in the United States (and upon the foreman and the superintendent) of the establishment of these branch factories brought into existence by these two factors.

My first contention is that branch factories abroad have brought added dollars into the pockets of the skilled workmen and foremen and factory superintendents. For today we have in every branch plant abroad, with hardly an exception, either the current physical existence of these very men or their past physical presence. To better their earnings they have

often folded their United States tents and become resident—and well paid—workers in these branch factories abroad, precisely as hundreds of inside workers have come to live abroad in the foreign branch offices of banks, insurance companies and manufacturers whose home offices are in the United States.

In hundreds of other cases, relays of skilled workers, foremen and superintendents have gone abroad, and are going abroad, to aid in the establishment of branch factories and in the maintenance of high standards after these plants have been erected and placed in operation. Hundreds of other skilled workers have been advanced in compensation while they travel overseas to instruct the workers at these branch factories. Hundreds more travel abroad to install and instruct in the operation of machinery made in the foreign branch factories of manufacturers whose home offices are in this country.

Only a moment's analysis is needed to recognize the importance to the worker in these United States of covering valuable patents abroad and "working" them in order to ensure their continued ownership. If these patents were not taken out by United States citizens and their proprietorship protected by actual manufacture in these countries, one result would be These selfsame ideas certain: would be patented in foreign countries by others-and used in competition with United States manufacturers.

This might well result in exactly the following situation: The Jones Manufacturing Company of New York might invent and patent in the United States an improvement on typewriters. This might enable it to produce a writing machine with a feature that would appeal to many even more strongly than the equipment of any similar machine.

Now let us further assume that it did not patent its improvement in Great Britain because this would mean manufacturing abroad and a branch plant or branch plants abroad. Immediately an English manufacturing enterprise would

patent this feature, start production of the improved typewriter and push its sale throughout the world outside the United States.

The conclusions are obvious—fewer typewriters sold by the United States to other countries—no greater number of typewriters made in the United States and sold in the United States—fewer typewriters produced in the United States and less typewriter occupation for workers in the United States.

Remove from the protection of the worker in the United States the protection of that part of our export trade which depends upon foreign patents, trade-marks and copyrights—even when actual production overseas is an enforced condition of patent production and the worker must suffer. And, as I shall endeavor to prove, suffer doubly.

Other Reasons

In addition to these two major reasons for the establishment of branch factories abroad, there are many other reasons of varying weight. It is worth while to examine into several of these—not because today they are of great moment, but because they may, in later decades, come to be of decidedly greater moment than in this

Entirely apart from customs tariffs and patent legislation is the factor of laid down cost to purchaser where freight is dominant. No small number of products manufactured in the United States are characterized by bulk and weight and low unit selling price. Soap, cement and building brick are but three of hundreds of such manufactured commodities.

These products have selling areas which are rigidly restricted by the cost of transportation. Their price to the distributor and to the user automatically rises to a prohibitive level if the producing plant is remote. Local manufacture then steps in to solve the problem. This is industrial history within, as well as without, the United States. The logical step for a manufacturer in the United States who wishes to enjoy overseas profits on these

9

m

ld

rs

e-

2-

ed

of

es

ur

on

nd

oed

id,

or

of re ng Xot eat in lehis ms he arnt. ınare ht ap, out ıu-

eas

he

ser

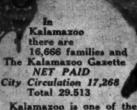
ive

reien

his ell

'he

in to ese YELLO (D) B



Kalamazoo is one of the important centers of the Booth Newspaper Area which comprises the best of Michigan outside of Detroit.

The density of circulation of the Kalamazoo Gazette typifies that enjoyed by all Booth Newspapers which have a combined circulation of 280,000 daily.

These Booth Newspapers
Offer 280,494 Paid Evening Circulation in Michigan

Grand Rapids Press Flint Daily Journal
Saginaw Daily News Jackson Citizen Patriot Muskegon Chronicle
Kalamazoo Gazette Bay City Daily Times Ann Arbor Daily News

L. A. KLEIN. Eastern Representative 80 East 42nd St., New York J. E. LUTZ, Western Representation 180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, Inc.

Central Office: 2500 Buhl Bidg., Detroit, or any newspaper listed.

Take the case of an inland manufacturer of such a product. In order to sell his product in other countries he must ship his product, usually by high-cost rail, to seaboard. Then his product must be burdened by ocean freight and finally by inland freight in country of destination. Without compellingly inherent virtue in his product, he simply cannot build up a foreign market. The overhead freight cost automatically bars him from direct exporting.

But if his product possesses any superiority that can be duplicated when made abroad, there exists the possibility of profits otherwise unobtainable if he establishes branch plants overseas—not one, but possibly very many such plants, each serving a strictly local area. And each plant enabling him to capitalize profitably the knowledge of making and marketing which he has gained in his domestic making and marketing.

A fourth factor, which is seldom mentioned in print or from the platform, is that of the existence of climatic advantages of foreign locations. Certain tissues and certain fabrics still seemingly cannot be made to perfection anywhere in these United States even though we enjoy almost every range of temperature and humidity within our territorial boundaries. science working overtime to remedy what are apparently natural defects in these objections, it is natural to assume that some day these handicaps will be overcome.

But in the present they exist and what is the right course for the manufacturer in the United States? Shall we continue to import all our needs in these lines from foreign-owned and operated factories, or shall we establish branch factories in the localities favored by nature and compete with their local industries? Which will work out to the best advantage of the worker and his associates in the United States?

To those whose activities are confined to production and the activities which envelop production, there are phases of marketing that are not fully grasped. Because they are not fully grasped, they become stumbling blocks in the path of straight-line thought. Sales and production and finance all must exist as links in order for the chain to exist.

Letting the Other Fellow Make It

To illustrate this point but one example is needed. "Sales" asks "Production" to evolve a certain product which involves manufacturing difficulties. "Production" inquires as to probable sales volume and, when told that the volume will be small, replies: "Then let's not bother with it—let the other fellow make it and we'll stick to the good old line we know how to make economically and make with existing equipment and personnel."

But in marketing we cannot afford "to let the other fellow make and sell it." For if the purchaser who needs A, B and C can obtain all three from one source of supply and only A and B from another and equally desirable source of supply, he will favor the formervery possibly to the exclusion of the latter. And, be it noted, the maker who cannot supply his trade with an article because of climatic manufacturing difficulties, opens the door wide to his foreign rival when he makes the admission of inability to produce equal or better merchandise in all lines. In marketing it is dangerous indeed to offer an entry for a competitor.

If a branch plant abroad is needed to close this door it is thoroughly logical—and is insurance against cutting down domestic production on the other items which can be made only as well and cheaply overseas.

Cheaper production costs abroad may well continue to be one real, if minor, reason for the establishment of branch factories overseas. At best, plants established for this one reason alone are a precarious investment. Precarious, principally because they are the playthings of our own customs tariffs.

Unless these branch plants can be so managed to develop their clientele abroad as well as in the V

THE BUSINESS WEEK

ANNOUNCES

THE APPOINTMENT OF

J. B. LINERD

AS

MANAGER OF

COLOR ADVERTISING

WITH OFFICES AT

285 MADISON AVE.

NEW YORK



they the Sales

1929

ction, that

must chain ke It

one asks rtain ifacinume

will not llow good nake cist-

afake aser tain oply ther up-

of the ade atic ens val

of ter arto is orice

ch nd ad al, his.

of n ir

15



.... TRUE STORY IS THE ONLY MAGAZINE HIS FAMILY READS

ng sp

f peo

on q

hing

Good and S others maga

ertis

100

100 DOD

DOD

10 00

S

100

O, THE POOR WAGE EARNER!

HE once poor and lowly Wage Earner is paying the price for the fame accorded him by Advertisers and Marketg specialists.

The New Yorker, after noting the sudden rise of our Wage orners from nonentity to the highest economic position of any class 0000 f people in our land, is poking fun and ridiculing them in their own nimitable manner.

The front cover of the New Yorker on the opposite page is ne of the recent comic gestures.

National advertisers look at the Wage Earner's new posion quite differently.

To advertisers the 53 per cent increase in wages over the ost of living and the Wage Earner's desire and ability to buy anyhing and everything is salvation. It's an outlet for their merchandise hich did not exist ten years ago and embraces 65 per cent of our rban population.

Advertisers of the caliber of Carnation Milk, Borden Co., Goodrich Rubber Co., Oneida Community (Tudor Plate), Wm. Rogers nd Sons, Singer Sewing Machine, Colgate, Eastman Kodak and many thers are using True Story—because True Story is the only major nagazine concentrating in the new Wage Earner market.

And so, while the New Yorker is making fun, national adertisers are making money by telling these prosperous Wage Earners bout their products in True Story—the only magazine they read.

The most people at the LOWEST COST!

THE advertising dollar goes farther in The American Weekly than in any other publication on earth. That's why it has become the backbone medium for so many of America's leading advertisers.

A full color page in The American Weekly, nearly three times as big as any other magazine page, costs \$16,000—reaching 6,000,000 families at a cost of less than 1/3 cent per family.

Every Sunday The American Weekly goes into one out of every four homes in the United States. And these homes are located in the richest buying centers in the country.

If the circulation of The American Weekly is traced on a map of the United States, you will see that 4/5 of its readers live in the areas where there are located:

84% OF THE DEPARTMENT STORES

67% OF THE DRUG STORES

69% OF THE GROCERY STORES

76% OF THE ELECTRICALLY WIRED HOMES

88.6% OF THE BANK DEPOSITS

The most people at the lowest cost! If you have a national advertising proposition, then you have an American Weekly proposition. This great magazine is the best buy on the publishing counter today.



Main Office: 9 East 40th Street, New York City

Oct

Unideci the State —un and own of I

the

duct high try. gam seek his low of supe

or a all chanting of the for torie ficat

cost

Lal

or o

less ture in a of n men milit idea In e costs tend

less Wor mak out man out O

end is t plan ent have year they parit

United States, they are clearly and decidedly contingent liabilities of the manufacturer within the United States. They are two-edged blades -unless most carefully conceived and handled they will cut the owner instead of the Gordian knot of his production problem.

Customs tariffs, in the case of the United States, are designed to cover these cases of low-cost production abroad in contrast to higher-cost production in this coun-Therefore, it is a sheer gamble for any manufacturer to seek temporary additional profit on his domestic business by seeking low labor costs abroad. The cost of plant erection, equipment and superintendence may be utterly lost overnight by the change of rate or of classification. Even a ruling or an interpretation may wipe out all chance of added profit and change, in an eye-twinkling, a contingent liability into a huge loss.

Only when markets other than the United States can be secured for the products of branch factories abroad is there profit justi-fication for seeking lower labor costs by this dangerous method!

Labor Costs Not Major Factor

While low labor costs will doubtless intrigue some few manufacturers in generations to come, as in generations past, the advance of mass production and its complementary use of effective machinery militates against the growth of the idea-contrary to some predictions. In export circles, the lure of low costs is antiquated. In fact, the tendency, in relation to our presentday volume of exports, is decidedly less marked than it was before the World War-a statement easy to make and hard to prove, but borne out by my constant contact with manufacturing exporters throughout the United States.

Of far greater importance (and productive of a growing trend, the end of which cannot yet be seen) is the establishment of branch plants abroad for an entirely different reason. Because labor costs have advanced in the last fifteen years abroad as well as at home. they are frequently at a practical parity. At the same time, the several units of the British Empire have quite naturally worked in greater harmony than before the unifying influences of the World War had been felt.

This has led to a scale of preferential duties previously unknown, and, for exactly the same reasons, to the development of consumer and distributor preferences British-made merchandise. the manufacturer in the United States has been brought face to face with the simultaneous existence of three conditions-all of which almost demand the establishment of branch plants within the charmed circle.

Equal production costs-favorable intra-Empire tariffs-distributor and consumer preference for British-made articles. This trio is responsible for decisions to manufacture abroad in constantly increasing cases in order to obtain profits which are not to be obtained by the manufacturer who refuses to face facts and act upon

facts.

It is proper at this point to emphasize, if unnecessarily perhaps, that the manufacturer in the United States is not seeking to open and operate branch plants abroad. He is not seeking to evade existing hardships of taxation or labor costs they do not exist, comparatively speaking. On the other hand, the manufacturer in the United States all too often and too long hesitates operating branch plants before abroad.

He fears-and rightly-excessive taxation. He fears-and rightlythe contingent liabilities which exist in many unforeseen channels the moment he has legal existence in a foreign country. He fears-and rightly-scattering his assets and rendering these assets less liquid.

All too frequently he permits these rightful fears to scare him from a wise course of establishing branch plants abroad. Wise, because the advantages in reality and in his case would more than offset all risks and disadvantages.

There is need of clear thinking on all that pertains to the export trade of the United States-and of far greater publicizing of the truth of its benefits to every man, woman and child within its borders.

The revenue of the United States comes primarily from taxation. Direct taxation of the profits of manufacturers in the United States is a dominant factor.

Money from the Pocket Books of Foreigners

Every dollar in profit made by manufacturers in the United States from sales outside the United States brings to this country moneys subject to taxation that would not otherwise exist to be taxed. This tremendous sum, coming wholly from the pocket-books of other nations, decreases the amount of taxes paid by those resident in the United States.

The happiness of the individual almost inevitably is due to profitably conducted enterprises. The community in which the businesses thrive is the one in which men live by choice. All that protects continuity of employment on a basis of compensation which, in accordance with ability and industry, enables proper living standards, is of vital importance to the individual within the community.

The industry town in which manufacturers have developed additional profits from export trade has a factor of safety which a non-exporting industry town cannot approach. For in addition to income from domestic sales, there pours steadily into its coffers income from export sales. This income from without often insures sufficient money volume to meet payrolls and to tide over any purely domestic financial stringency.

Of even greater moment, export trade frequently changes seasonal industries into year-around industries. This changes the industry town from feast and famine employment to the unequaled boon of steady and profitable employment. This safety factor increases out of proportion to the increase in export profits. For regardless of source of income, as such, the moneys which pay skilled workmen and office men and women and the field force and management may come from branch factories operated abroad or in this country—or from neither source.

If the total profits from all forms of export endeavor reach a point where payrolls can be met from these alone—that group of industry will be able to continue to produce against anticipated domestic needs when non-exporters must close their doors.

Export profits help hold domestic customers. The industry town which can finance itself because of export income can extend time of payment to its clientele when non-exporters must enforce payments at maturity and suffer loss of good-will. When non-export profit makers must conserve capital resources, those with export profits can finance sales campaigns even in their competitors' strongholds and meet with little opposition.

In turn, these export profits enable the vast army of domestic distributors of such products to conduct business under only normal pressure of financing and without forced recourse to unfavorable loans with consequent restriction of their credit. Only a steady stream of money from without the borders of the United States can give the best of insurance against the possibility of stringency of money within its boundaries!

Balanced exporting lies in seeking overseas all profitable dollars, pounds, milreis, francs, pesos. It involves the use of every sales arrow in the quiver. It points to the use of one type of sales tactics for one type of market—and the use of others for other types of markets. It is not well-balanced export marketing that denies itself worth-while profits merely because these are unobtainable except through the establishment of branch factories abroad.

The workers in a manufacturing business that must remain nameless (lest it become the target of the uninformed) directly benefit from its two branch factories abroad For they are common stockholders and their dividends are higher because of profits earned by these overseas factories. The product is made to the order of the individual user. Time between consumer measurement and delivery is a matter of decided sales importance.

After vainly trying to overcome



Food Advertising Is Merchandised THIS WAY At The NEWS Cooking School

ONLY through The Cleveland News can home-commodity advertisers merchandise their advertising to the women of Cleveland. Under the direction of The News own cooking expert thousands of women gain aural and visual impressions of foods and home commodities that are of inestimable value in creating consumer acceptance.

The News Homemakers' Service Department through consistent week-in and week-out contact with the women of Cleveland presents the greatest opportunity for personalized selling that is presented by any newspaper anywhere.

THE CLEVELAND NEWS

GEORGE A. MCDEVITT Co.

National Representatives

town use of ime of n nonyments f goodit mak-

ources, s can ven in

9, 1929 forms

from indusindu

fits enomestic acts to normal without vorable triction steady out the

tes can

against

ney of s I n seek-dollars, sos. It ales ar-s to the tics for e use of narkets. rt markets. rt markets.

ch fac-

cturing

ameless
of the
it from
abroad
cholders
ther beby these
oduct is
dividual
er meamatter
ce.

vercome

the handicap of the three to sixweeks gap, this manufacturer erected a branch factory in England and because of its success in profit making opened a factory in France. Today, it has thousands of customers in England against less than the 100-odd which was the high mark under long-range selling. It brings to its home city profits

which it has used to stimulate its sales in the domestic market—and its management is frank in stating that its policy of expansion here at home is due to its successes overseas.

American branch plants abroad bring new problems to all allied with industry—and also bring new profits to all allied with industry,

Get Your Goods "Out" of the Chains as Well as "Into" Them

"Food Chain Store Merchandising" New York

Editor of PRINTERS' INK:

WAS greatly interested in reading the article on chain stores the September 5 issue of PRINTERS' INK by Addison Vars, president of Addison Vars, Inc. ["What Chain-Store Buying Means to Advertising"]. When Mr. Vars says that two new forces have entered the chain field-the local store managers and the small army of clerks-and that the advertiser must devise ways and means of reaching these store managers and clerks, he is stating one of the fundamentals of present chain-store operation. Too many manufacturers today seem to be worrying about getting their goods "into the chains" and are not giving sufficient attention to getting their products "out" of the stores.

It has been a source of increasing amazement to me why these manufacturers insist upon trying to make the chains fit into the molds of distribution of ten or twenty years ago, and refuse to take advantage of the present organization of the chains to increase the sale of their goods. Almost any chain-store executive in the food field will tell them of the increasing importance of the men in the stores, and of their efforts to acquire better trained men at the point of contact with the consumer. The chain movement has now reached the point where price appeal alone cannot be depended upon for steady profits, and the most

successful chain of the future will be the one which has the best trained organization of merchants in the stores.

Much has been said about the failure of chains to co-operate with the manufacturers, but a case equally as strong can be made against the manufacturer for failure to co-operate with the chains. When the manufacturer begins to realize the importance of the organization of the chain in the selling of his product, his problem of co-operation will be reduced to a minimum. Mr. Vars drops a most significant thought when he says, "that the advertiser must be willing to take a large percentage of the scattered selling costs that are eliminated through mass buying and invest them in advertising that will most effectively co-operate with the chains in their own territory.

In this article, Mr. Vars shows a sound knowledge of the chain-store problem, and this story in PRINTERS' INK should help to clear much of the misunderstanding about the practice of chain stores.

EDWARD P. O'DONNELL, Editor.

Merged with The Hubbell Advertising Agency, Inc.

The E. D. Wolaver Company, which has operated an advertising agency at Cleveland for the last seven years, has been merged with The Hubbell Advertising Agency, Inc., also of Cleveland. Frank Hubbell, president of the agency, in making the announcement, states that E. D. Wolaver will continue to direct the accounts be has serviced in the past. Parke H. Wolaver becomes production manager of the agency.

late its et—and stating n here ccesses

abroad

allied ig new dustry.

ins

re will

chants

at the

e with

made fail-

hains. ins to e or-

e sell-

to a

says,

f the

g and

h the hows hainy in clear

res.

or.

ell

which by at has dver-

the ment, tinue ed in

omes

A Gain of 36% in Automotive Advertising

June, July and August (three important automotive months) the WISCONSIN NEWS enjoyed a gain of 36% in automotive advertising while the other evening newspaper showed a loss of 10%.

More and more Automotive Advertisers, too, are becoming convinced that to fully cover Milwaukee—

"YOU NEED THE NEWS"

One of the Twenty-Eight Neurst Howspapers Read by More Than Twenty Million Pasple

THE "ABC"

of the Los Angeles Market

Let this line represent a 75-mile stretch of the Pacific Coast.

Let the half-circle represent a chain of mountains, curving from coast back to coast.

Let the crosses represent a desert lying on the landward side of the mountains.

Let the dots represent a region half the size of Connecticut, with 2,700,000 inhabitants and annual products valued at nearly two billion dollars—the Los Angeles retail market!

Let the spot represent the business section of Los Angeles, and let the radiating lines represent 1,400 miles of trolley tracks which reach to the boundaries of the market, which in no case pass beyond, and which knit the whole area into a single business and social unit.









As al

would

He vand vid
leaving

circula

He v mounts to Mass He v

MARK
This

leaders Time to order tion. No whole 1

This livered because the plathereby

Easter Chica Comp

THE "XYZ"

of the Los Angeles Times

As shown on the left, here is one of America's largest bodies of consumers living in what is essentially a walled-in garden.

Assume that an advertiser could specify whatever kind of circulation he thought ideal for the circumstances—what would he prescribe?

He would realize that a medium confined to Los Angeles and vicinity would be virtually a neighborhood newspaper, leaving untouched 40% of the consumers.

He would realize that a circulation projected beyond the mountains and desert would be a liability—a salesman sent to Massachusetts to create consumer demand in Ohio.

He would see there could be but one sound, adequate and economically justifiable circulation policy—TO FILL THE MARKET TO THE BRIM AND THERE—STOP!

This policy of intensive, all-embracing coverage—marketwide and market-contained—has for forty-eight years given leadership to the Los Angeles Times.

Times' circulation conforms to market requirements. Built to order to fit inexorable conditions! Not "city only" circulation. Not "semi-magazine" circulation. But circulation for the whole market and within that market—CONCENTRATED.

This smashing circulation is doubly effective because delivered to people's homes from boundary to boundary—and because The Times is home-owned, speaks the language of the place, produces features to satisfy local tastes, and is thereby a friend, neighbor and fellow citizen.

Thirty-three per cent of national advertisers using Los Angeles newspaper space, give their full appropriations to the—

los Anglies Times

Ecstern Representation: Williams, Lawrence & Creamer Co., 260 N. Michigan Bird., Chicago. 385 Madison Ave., New York. Pacific Coast Representation: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bidg., Seattle.

ain of

ck to

tretch

.

lying ins.

If the nhabnearly retail

s seciating racks mar-

marand single

Why Congress Would Bar Imports Under American Trade-Marks

Amendment to Trade-Mark Provision of Pending Tariff Bill Is Aimed Specifically at American Branch Plants Abroad

[EDITOBIAL NOTE: Last week the Senate approved an amendment to the trade-mark provision of the pending tariff bill which will effect those manufacturers who are establishing branch plants abroad, or are having their goods manufactured in other countries, as well as all importers of foreign made merchandise.

Under the existing law, merchan-[EDITORIAL NOTE: Last week the

of foreign made merchandise.

Under the existing law, merchandise bearing a trade-mark cannot be lawfully imported into the United States, if the trade-mark has been registered in the United States Patent Office by a person domiciled in the United States, "unless the written consent of the owner of such trade-mark is produced at the time of making entry." In the approved amendment, which was proposed by the Senate Finance Committee, the above guoted words have been struck above quoted words have been struck

The reason for this change is revealed in the debate, as reported in the "Congressional Record," which took place on the floor of the Senate when the amendment was under consideration. The Senators participating were: David A. Reed, Pennsylvania; Walter F. George, Georgia; Otis F. Glenn, Illinois; Allen W. Barkley, Kentucky; Smith W. Brokhart, Iowa, and Hiram W. Johnson, California.

The amendment does not become The reason for this change is re-

The amendment does not become law until the tariff bill is finally passed by Congress and signed by the President.]

R. REED. At the present time the tariff laws forbid the importation of an article bearing a trade-mark registered in America unless the owner of that trade-mark consents in writing to the importation. Obviously purpose of that provision is to protect the American owner of the trade-mark against importations of articles which have been stamped with his mark without his consent. That is all right as a protection of the American owner of the trademark.

But there has come to be something else to protect. More and more we have seen American industry establishing factories abroad in countries where the cost of production is low and bringing articles there manufactured into this country for sale. It is not an illegal thing to do. It is all right for them to do it if they want to pay the tariff on those articles. But sometimes there is no tariff.

A good illustration of that was the action of the Ford Motor Company in establishing a tractor plant in Ireland. Then they got a ruling from the Treasury Department that a tractor is an agricultural implement. They have now gone completely out of the manufacture of tractors in the United States, and all Ford tractors today are being made in Ireland-no duty to pay, wages a small fraction of the wages paid in Michigan. That means that just so many American citizens who were formerly employed in the building of those tractors here have had to look for other jobs, have had to go into other business perhaps, or are perhaps idle today simply because, taking advantage of the present liberality of our law, that corporation prudently, legally enough, has moved abroad an industry that was important here.

That is only one of a great many General Motors within recent months have established a very important branch in Germany by buying the Opel Car Company is that district, and there are rumon that they intend making a small car there and bringing it to the United States. I do not know about that In many other types of industry that has been done and the process is going on constantly. Every time it happens just so many American lose jobs and so many foreignen get them. In the shoe industry, with Massachusetts machines, with Massachusetts foremen, with Massuperintendents, shoe sachusetts factories have been established and an exclaim making shoes by the millions of pairs that otherwise would have could make the been made here.

The patent laws and the laws protecting trade-marks give monopolies that are comprehensive and

to the we had copyrig should zen a 1 and the lishmer the mor keep A with h provisio

marks

The ar

country mark n here. thing to to do i cases it put a v of a p put on made. the diffi But t Finance in this tecting mark. the An

make tl

iustifica

making labeling "Fordso and the using nopoly article i is not nd tha incorpor Mr. Senator the trad could n Mr.

there is Mr. but that existence and the

Mr.

no mor

orts

Aimed

to pay

s. But

S

monopolies are ordinarily abhorrent to the law. In those two cases, as in the case of the copyright laws, we had to give a very complete monopoly to the inventor or the person who filed the trade-mark or copyrighted a book. But why should we give an American citizen a monopoly in his trade-mark and then have him take his establishment abroad and proceed to use the monopoly we have given him to keep Americans out of competition with him? I will grant that the provision . . relating to trademarks is not conclusively effective. The article may be brought to this country unmarked and the trademark may be put on after it gets here. But . . . that is an expensive thing to do; it is a difficult thing to do in many cases, and in a few to do in many cases, and in a few cases it is impossible. One cannot put a watermark under the glazing of a porcelain article unless it is put on at the time the article is made. That is an illustration of the difficulty.

But that was the reason why the Finance Committee made the change in this section. We have been protecting the owner of the trademark. Now, we want to protect the American labor that goes to make these articles. I can see no justification in the world for the making of a tractor in Ireland, and then have him take his establishment abroad and proceed to use

ry time Senator recognizes that so far as the trade-mark is concerned anyone eignes could make the article.

ndustry. Mr. Reed. Oh, yes. There is no monopoly of the article, but

there is a monopoly of the article, but there is a monopoly of the name.

Mr. George. He simply has an exclusive right to the use of lovakit the name. Of course, in the case of the Fordson tractor, no one could make the tractor, presumably, but that would be because of the elaw existence of the patent rights and monopoly the trade-mark.

Mr. Reed. Other tractors are

Mr. Reed. Other tractors are

ve and

made, of course, in competition with Fordson.

Mr. George. I mean that particular tractor.

Mr. Reed. I, of course, recognize the fact that the monopoly given by our trade-mark laws is a monopoly in the use of the trademark and not in the making of the article, but what percentage of the value of a camera is given to it by the use of the word "Kodak"? It is a very substantial part of the value of the article itself. If the Eastman Kodak Company were to shut up its factories in Rochester, N. Y., and make all its Kodaks in its German or French factories, I should say the policy of the Finance Committee was right in denying that monopoly in the use of the trade-mark name on the imported articles that were brought over here to sell.

Mr. Glenn. Is it not true that the foreign owner of a trademark can register that trade-mark

in the United States?

Mr. Reed. That is true.

Mr. Glenn. And could not be

governed by this section?

Mr. Reed. That is correct and that ought to be so. Very often it is the name of the manufacturer that is the trade-mark, and if that business has been built up by a foreigner abroad, it is right enough that we should protect him when he sends his article over here for import into the United States. He is a foreigner. It is right enough that we should protect his international trade.

Mr. Glenn. The result would that the foreign manufacturer and owner of the trade-mark would have the advantage over the American owner of a trade-mark.

Mr. Barkley. The owner of an American patent who in foreign country manufactures his goods may escape the inhibition laid on him by this provision simply by leaving the label off or not marking his article and then paying the duty on it. Is not that

Mr. George, Yes; that is true. He can put the trade-mark label on the article or he can put the patent notice on the patented

Showmanship

7AZA the bee-oo-tiful little Ladee who charms the venomous snakes . . . Pogo who eats fire and chews nails . . . Queenie the fattest woman in the world ... Samson of the bulging biceps . . . Lulu the only tattooed female in captivity . . . these were not new marvels. They were part of circus lore long before Barnum. But it took Barnum, glorifier of the Big Tent, to make them pay.

He had no monopoly on sideshow freaks. Not alone with what he had, but with how he presented it, did the Old Sage intrigue the imagination of his public. "Step right up", said Barnum, and eager crowds clamored for admission. For he had blazed a new sawdust trail. They called it "showmanship".

Today there are shades of Barnum in the sleek, streamline roadsters that purr down the avenue, in the smart shop windows with their angular, metallic effects, and notably in advertising with its queer new type faces and curious arrangements. Some call these manifestations "style".

But style is mainly show manship—the technique of presentation. Magazines which boast seven dig

hmed ERTYir rare f in their circula of doze tion figure h, with tend t matc al cont

their list of editorial contributors. The same potent pens that grip us with a mystery, stirus with a romance, convulse us with a comedy, are sought by all. Publishers know which pens are tipped with magnetic points.

LIBERTY shares its contributors with others. In the complete list of LIBERTY authors, over the period of a year, more one out of three appeared in least one other magazine in major circulation group. Su

literary lights as John Erskin

maga 50,000 n six y ler sal n durin answe

greate

n Gal

Kella

est Po

claimi ims to

nly show technia ion.

es which ven di ir circul n figure

end t mate hors and, therefore, similar edi-

ore

ed in e in o. Su Erskin

magazine publishing-over 250,000 net paid circulation in less n six years—the biggest news-aler sale of any magazine—and re readers added the sixth year nduring the previous four years. answer is showmanship. Withclaiming better content, LIBERTY ims to present content better. LIBERTY vitalizes text with dramatized headline, caption, and art treatment; puts flesh on the story skeleton. Cold

print becomes ani-

mated with color-

ful, spirited draw-

Galsworthy, Charles Buding-

Kelland, P. G. Wodehouse,

est Poole, Don Marquis, and

hmed Abdullah wrote for

ERTY—but divided the fruits of

irrare talent among from three to

If dozen other magazines as well.

with apparently the same

al content, LIBERTY has notched greatest record in the history

ings by the finest illustrators available. That is why people enjoy their LIBERTY reading to the utmost. Now over two and a quarter million people assert their preference for this publishing formula and its editorial complement - a breadth of appeal that comprehends the

RENO AND ITS SLIPKNOTS . . .

entire family.

Reno! the most sophisticated frontier town the world has known . . . Reno, where "the tied roll in and the untied roll out."

Charles J. McGuirk spotlights this mecca of the marital misfits in an unusual article, "The Divorce Factory," in the current issue of LIBERTY.

LIBERTY

A Weekly for Everybody

1930-2,250,000

verage net paid circulation guaranteed—and still no increase in rates!

article the moment it clears the custom house.

Mr. Barkley. After it gets into this country?

Mr. George. The very moment it gets in.

Mr. Barkley. What I am driving at is this: Without regard to the tariff, regardless of his willingness to pay the tariff, however high it may be, what is really accomplished by prohibiting him from bringing in the article, as this provision seeks to do?

Mr. George. Nothing is really accomplished except that the importer of the patented or trademarked article is put to an additional expense and in some instances the article cannot be marked after it has been finished, as for instance the body of spark plugs, an illustration which I used a while ago, and other porcelain ware. The trade-mark cannot be blown or stamped into such articles after they have been finished, as I understand, and therefore the article cannot be brought into the United States if made abroad and if stamped or labeled.

Mr. Barkley. . . . This provision seems to accomplish so little except to annoy and harass men who have been granted patents, and who enjoy trade-mark registration in this country, in an effort to bring their goods back here.

Mr. George. I do not think accomplishes anything except this, in the long run: It will have the effect of driving out of the United States some business that ought to come into the United Ultimately it will simply be another brake or restraint upon our international trade, our international commerce; and finally, it will result in no real benefit but in actual injury to American labor, to the American consumer as well as to the American manufacturer or producer.

... Although an American citizen, let us say Mr. Edison has the right to patent in the United States the articles invented by him, although he has a right to comply with section 4900 of the Revised Statutes and place a patent notice on a patented article, and although he also has the right to go to

England or to go to France or to go to Germany or to go to Belgium and patent his article under treaties which we have invited and concluded with England and France and Germany and Belgium, nevertheless it is bad for Mr. Edison to go into any one of these countries and make any of his articles and bring them into the United States under his trade-mark or patent notice. He may attach his trademark or notice the moment the goods go out of the door of the He can put his custom house. trade-mark on them, and he can put his patent notice on them; but he cannot do it while they are actually passing through port and until they have been cleared.

That may appear to be a very helpful policy, because you may, forsooth, believe you are going to drive Mr. Edison to manufacture in the United States the article which he wishes to make in Belgium; but I apprehend that you are not going to do any such thing. I apprehend that you cannot do any such thing. If there is any substantial reason why he wishes to make that article in Belgium, he is going to do it.

If the time has come when none our citizens is to enjoy the rights of an American citizen, accorded him under American law, if he dares go abroad to trade or to manufacture-if that hour has come, why do you want to start with the little importer of a trademarked piece of merchandise, or the inventor or manufacturer who has put his patent notice upon the foreign-made article? Why do you want to do it, when under other policies deliberately pursued by this Government fifteen billions and more of American capital-capital made in innumerable instances by the protected interests in this country, men who have lived and fattened under your protective tariffhave gone abroad, and today are invested in great private and public enterprises in nearly every country on the globe. . . .

Some American labor representatives, I am well aware, appeared and recommended this particular provision in the law, in fact insisted upon it. It has the double 3, 1929

e or to Belgium treaties d con-France neverison to untries les and States ent notradent the of the ut his he can m; but re actnd una very may, ing to acture article n Belou are thing. ot do s any wishes am, he

1 none

y the

n, ac-

law,

r has

trade-

se, or who

on the

o you

other

y this

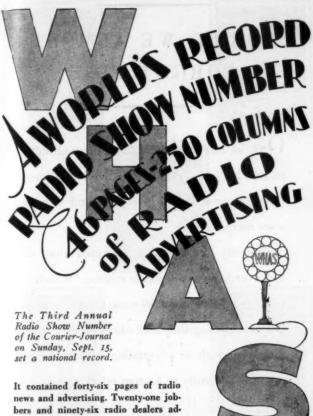
riff y are public untry

esen-

eared

t inouble

and apital es by coun-



It contained forty-six pages of radio news and advertising. Twenty-one jobbers and ninety-six radio dealers advertised twenty-nine makes of radios proving that Louisville is radio-minded and a matchless market for radio products of merit.

THE COURIER-JOURNAL

THE LOUISVILLE TIMES

Members A.B.C.

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

Members the 100,000 Group of American Cities

SORRY, WE ALMOST FORGOT THIS

ONE of our attention-callers has reminded us that it's just a year ago that George Batten Company and Barton, Durstine and Osborn were merged.

Honestly, we'd nearly forgotten that we had ever been two separate entities. Which is natural perhaps when the same kind of people are brought together and discover they have the same ideals in advertising craftsmanship, the same urbanity in human relations.



J. BURTON STEVENS Art Director New York



B

STARLING H. BUSSER
Vice President
and Account Representative
New York

3, 1929



JOHN S. CUNEO
Assistant Account Representative
New York



CHARLES G. LINDSAY Writer New York



ALICE PEEK Writer Now York



HENRY G. CANDA
Account Representative
New York



ASA A. TRENCHARD
Assistant Account Representative
Boston

Batten, Barton, Durstine & Osborn

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building . BOSTON: 10 State Street . BUFFALO: Rand Building

advantage of sounding very reasonable and also patriotic, just as if you are going to be able to make an American manufacturer who owns his patent, an American firm or a corporation, for that matter, in whose behalf trade-mark rights have ripened, do all of their business in the United States, and just as if, in case you could compet these and all other citizens to do all of their business in the United States, it would be wise to do it.

If this provision is based upon a wise policy, if this amendment is founded upon a scintilla of common sense, then somebody is derelict in not extending a wall around the United States and saving that all of the merchandise used in the United States must be made in the United States. If an American citizen who patents, let us say, a tractor or a shotgun or a fishing rod or reel, or anything else, cannot in strict compliance with the law of his own land patent his article here and then, in strict compliance with the treaty which his own, country has negotiated, go abroad, and patent it abroad, and then manufacture his article or some part of his article abroad and bring it back here under his patent notice or under his trademark, or under both-if he cannot do that, on the theory that it is not right for him to enjoy that privilege, then push your logic just a step further and say that no American citizen who enjoys the right of living in America shall buy a hairpin, or a lemon, or a rotten tomato made or produced anywhere except in the United States. .

Mr. Brookhart. I would like to ask the Senator if it is not true that a large part of the capital that is used in building these factories in other countries is collected by the industries on this side by charging excess profits under the protective tariff system.

Mr. George. Exactly.

Mr. Brookhart.

I think excess profits are the economic evil of this age and this time, and now they are breaking down our tariff system, breaking down our protection of labor, breaking down everything. When they take these

profits from our people, from labor on this side and from farmers on this side and move across the line and open up factories and say to Congress, "It does not make any difference to us whether you have free trade or protection, we can run on one side of the line or the other," it seems to me we have neglected our duty in the proper regulation of these things created by law in not regulating their profits.

Mr.Barkley. Since the Senfrom Pennsylvania brought up the subject of tractors, I have not had an opportunity to refresh my recollection, but if my memory is not at fault, the testimony before the committee showed that those tractors were not being imported into this country by Mr. Ford, who had moved his factory over to Ireland, and further relying on my memory, it seems to have been intimated that it was not the intention to import these tractors made in Ireland into the United States. . . The danger which the Senator from Pennsylvania seems to fear on account of the removal of the tractor factory of Mr. Ford to Ireland is more of a prospective and a speculative nature than an actual one.

Mr. Reed. The production in that factory has only recently begun. The movement of tractors to the United States has very recently begun, and at the time the witness testified he stated that twenty-one tractors were all that had been brought over. Undoubtedly there will be many thousands, if their present plans are carried out....

Mr. Johnson. As a mere matter of information, may I ask either the Senator from Georgia or the Senator from Pennsylvania what was the reason why the tractor factory of Mr. Ford, as I understand it to be, was moved from this country to Ireland?

Mr. Reed. Mr. Ford's representative stated their reason for moving was that in the production of the new model of their passenger car they needed more room, and they found the additional room by using the buildings that had been devoted to tractors.

Receni Th

[Epr of se of m ture or la the 1 amer Ame factu was Sena TH from expla amer point

does tariff Sena Th cussi Reed Neva tuck; liam Wisc Mon

to tra

reve

owned lower than of States that is moved that no ican we many for A can I been that I ford

As manu Unite are enhave

ness;

plant

stand

Why Congress Believes Articles Patented Here Should Be Made Here

Recently Approved Amendment to the Pending Tariff Bill Is Aimed at Those Manufacturers Who Are Establishing Branch Plants Abroad

[EDITORIAL NOTE:—Subdivision (b) of section 526 of the pending tariff act would prohibit the importation of merchandise of foreign manufac-toxine if such merchandise is marked or labeled as being patented under the laws of the United States. This amendment is designed to force American patent owners to manufacture in the United States and was approved last week by the Senate.

1920

abor s on line

y to any

can the

ave

per

ated

heir

ien-

ight

esh

be-

hat

im-

Mr.

ory

ely-

to

was

ese

the

ger

yl-

of.

ory

.of

na-

be-

to

tly

ess

one

een

ere

eir

ter

ier

or

nia

ic-

ed

e-

or

on

IS-

m,

en

Senate.

The following remarks, taken from the "Congressional Record," explain just what it is hoped this amendment will accomplish and also point to some of its objections, as revealed by the Senators favoring and opposing it. This amendment does not become law until the new tariff act is finally passed by the Senate and signed by the President. Those participating in this discussion were: Senators David A.

Those participating in this discussion were: Senators David A. Reed, Pennsylvania; Key Pittman, Nevada; Allen W. Barkley, Kentucky; Carter Glass, Virginia; William H. King, Utah; John J. Blaine, Wisconsin; and Burton K. Wheeler, Montana.]

MR. REED.... We have seen the beginning of a movement to transplant to foreign soil American factories, entirely American owned, the advantage being that lower labor costs are enjoyed there than can be enjoyed in the United States. Whenever a factory like that is moved, as when Henry Ford moved his tractor plant to Ireland, that meant that just so many American workmen lost their jobs and so many aliens began to manufacture for American consumption American products that ought to have been manufactured here.

It is a legal thing to do. Henry Ford was free to move his tractor plant if he wanted to; but from the standpoint of public policy it is a most undesirable thing to have that movement grow.

As it now stands, most of the big manufacturing corporations of the United States have established or are establishing foreign plants. We have seen it in the motor-car business; we have seen it in the harvester business; we have seen it in the sewing-machine business; we have seen it in dozens of different industries. If their articles are on the free list, as are the harvester company's and as are Henry Ford's tractors, and pay no duty here, they have only the transportation disadvantages to overcome, and by paying wages that are one-fourth or one-fifth the amount of American wages they can very easily overcome that transportation disadvantage.

We cannot stop it. We cannot do anything except to put a tariff on those things; and we are all agreed that we do not want to put a tariff on agricultural implements. I think both sides of the Chamber are agreed on that; but what the committee could not understand was why, when that process had set in, we should give those Americans the monopoly advantage of the patent or of the trade-mark which they had registered here.

It has been said that that is an uncommon action for us to take; that it is too radical; but it is not radical at all by comparison with what those European nations have done in the same line. I am not a patent expert, but I am told that in most of the countries of Europe, and most of the countries of the world for that matter, a patent loses its validity unless the patentee manufactures the patented article in that country within a short space of time—four or five years,

usually. . . . We do not go that far.

We merely provide that the patented article may not be made abroad and imported into the United States bearing the claim of American patent monopoly fastened to it.

Mr. Pittman. It seems, however, that this proposal goes a whole lot further than the laws of any of the

weling

2. F eekly

Turi

Huci

Dan

qui

Plain

Othe

Was

CHIL

To

WO

TOWELS TOWELIN

THE value of towels and toweling annually distributed by the country a jobbi retail trade is in excess of \$42,600,000. This figure, taken from the etter of 1927 census, represents an increase in value of 38% over 1919. Durin the same period the yardage produced had increased 128%.

The distributor market for so rapidly expanding a commodity is well worth cultivation. And it can easily be reached by the alert manufacturer.

As in the case of sheetings, blankets and other domestics, two factors are of prime importance in the distribution of towels and toweling.

The jobber is the principal immediate market for all domestics. He controls the distribution of these and related products In the same category, from the seller's point of view, are the chain stores, the resident buyers, the buying associations, and the big mail-order-and-retail concerns. All these group purchasers function in buying as wholesalers. Together with the jobbers they constitute the overwhelming bulk of the manufacturer's immediate market for towels and toweling.

Beyond the wholesaler is the retailer. In this and other classes of domestics the retail trade follows the lead of its most progressive element -the outstanding department store and specialty shops. This is esp cially true wherever style plays a pr in the merchandising of textiles. An style-color and design-has been the most important factor in the in creased sale of towels, toweling an other domestics sold as ensemble merchandise.

These two groups of distributorswholesale and retail buyers-can b effectively reached by the use of tw publications—the Daily News Re ord and Retailing.

The DAILY NEW RECORD, the principal paper of th wholesale trade, is to be found on the desk of every person of consequent desk of every person of consequent in the wholesaling of domestics, for the deposition of the deposition, linen and woolen goods. Any shop because the chain and other group buyers buy as wholesalers, they rest the Daily News Record with the arewith attention. By its use the manufator, 7,245 the turer can reach 2400 key individual there to

THE FAIRCHII

8 EAST 13th STR W Y

DAILY NEWS RECORD MEN'S WEAR FAIRCHILD TEXTILE APPAREL ANA

FAIRCHILD'S INTERNATIONAL (PARIS) RETAILING STYLE SOU nent store

is is esp

lays a pa

ctiles. An

-has bee

in the in

reling an

ensembl

ibutors-

ase of two

Vews Ro

NEW

per of th

nd on th

nsequend

£\$42,600,000 market . . . a growing rket . . . a market reachable by use of two publications

e country a jobbing firms controlling 95% or from the etter of the volume of towels and . Durin oweling.

> 2. RETAILING, the Fairchild eekly newspaper of distribution

The manufacturer who acquires the good will of these people has won, not only a market tremendous in itself, but also an important influence on other and smaller retailers.

The Market for Towels and Toweling

Turkish and Terrywoven \$23,429,135 Huck-woven 6,312,867

Damask or Jac-

quard-woven 5,057,452 Plain-woven 2,782,932

Other Towels and

Toweling 2,571,889 Wash Cloths 2,457,096

\$42,611,371

nsequence estics, in methods, is the whole-store paper of arket in the department store and the special-ods. Any shop. Its especial attention to enter grout emble selling of related items in the omestics class is responsible for the are with which it is followed by some manufact, 2,245 executives and buyers in stores dividual there towels and toweling are sold.

The Fairchild Market consists of the readers of seven publications, aggregating 124,520 in circulation. These publications with a collective readership in excess of 400,000, dominate the textile and apparel industry vertically from raw material to retail counter, horizontally from lingerie to linoleum. Their dominance is based upon a vitality of editorial content which commands the close attention of every important factor in the industry. In terms of buying power, the Fairchild Market represents the great bulk of the total present and potential market for the things which America wears or uses for decorating its homes.

For every product there is a portion of the Fairchild Market of primary importance. Our Market Research Department is at your service, to tell you in detail how most effectively to reach the distributors of your product by the selection and cultivation of that part of the Fairchild Market which will yield you the biggest returns.

ILUBLICATIONS

STR W YORK, N. Y.

EL ANA EN'S WEAR DAILY FAIRCHILD BULLETINS (LONDON-PARIS) LE SOU CHILD TRADE DIRECTORIES MAN and His Clothes (LONDON)

Oct. 3. I

foreign countries that the Senator has mentioned. As I understand, the laws of the foreign countries that the Senator has referred to require that within a certain time the patent shall be used for the benefit of the people of those countries.

Mr. Reed. Yes.

Mr. Pittman. But there is no export tax placed upon the patented article when it is sent out, by reason of being patented; nor is there any inhibition against that patented article being exported as freely as any other article.

Mr. Reed. Being exported? There is no inhibition here against its being exported, and no export

Mr. Pittman. As I understand, if an article manufactured under the Ford patents in Ireland were shipped here, they would lose their patent rights.

Mr. Reed. It could not be

brought in having the label claim-

ing the American patent rights.

Mr. Pittman. The label is essential to the patent rights, under our law.

Mr. Reed. Yes.

Mr. Pittman. Therefore, it would be deprived of its patent rights.

Mr. Reed. Of course, I suppose the label could be put on after it gets here; but in most cases that would not be done.

Mr. Pittman. The patent law, as I recollect it, requires that the article shall have on it this mark which you are now to take off because it is manufactured in a foreign country.

Mr. Reed. That is right.

Mr. Pittman. Therefore the article comes in here subject to any kind of an infringement, because there is no patent protection. Mr. Reed. That is right.

Mr. Pittman. Take the Ford plants, for instance: The Ford plants in the United States are apparently supplying all the trade they can get in the United States for that character of car.

Mr. Reed. I am not talking about the passenger automobile.

Mr. Pittman. I understand. take that as an illustration because Ford was mentioned as establishing a plant in Ireland. He has com-

plied with the laws of foreign countries, and if the same law existed here he would have complied with it by having a plant here that will supply the demand for his kind of car. He goes into Ireland and makes the car, and he sends it in

Mr. Reed. Oh, no; the Senator has misunderstood me. Mr. Ford makes all the passenger cars for America in the Detroit plant, I am told. He makes tractors in Ire-land. He closed up his tractor plant in Detroit and opened up a tractor plant in Ireland.

Mr. Pittman. If we had the same kind of law that Canada has, he would be compelled to run a tractor plant both here and in Ire-

land.

Mr. Reed. Exactly; and American workmen would be doing the work that Irish workmen are doing That, we think, is very detoday.

sirable.

Mr. Pittman. The question is as to whether or not a law of that kind would be less burdensome on a manufacturer than the law proposed now, which would practically deprive him of his patent rights upon a foreign-made article under the patent.

Mr. Reed. It would come down to that; but we think we are doing it more reasonably than by terminating the patent absolutely, as do

these other countries.

Mr. Barkley. I think there is a good deal to be said against the policy of allowing Americans to obtain a monopoly by reason of the issue of an American patent, and take that patent right into a foreign country and manufacture the article by cheap processes, and bring it back here, to avoid the expense which would be incurred in the manufacture in the United States. Yet I am wondering whether the fact that a foreigner may do that thing with reference to trade-marked articles and the American patentee may do it without putting the label on, and then attach the label after the article arrives here, is going to effect the relief which the Senator has in mind in this provision.

Mr. Reed. He is very likely to get into trouble if he tries to do it the con

ble

con ma

par val

ane

NEW

285 M

foreign IW exmplied re that is kind nd and

3, 1920

enator Ford rs for I am ractor

a has, run a 1 Iremeri-

that ne on

ander down loing rmi-

is a the s to f the and eign

arring ense the ites.

that

to

o it





g the doing y deis as

pro-ically ights

s do

the

adeican ting the

ere, nich this







DETROIT 32.1 Lafayette Bivd.

SAN FRANCISCO Monadnock Building



The Oregonian Building News Center of the Oregonian Market

When advertisers select The Oregonian they buy the largest circulation and the lowest milline rate in the Pacific Northwest. That is tangi-

ble value. But, of infinitely more importance, they participate in the remarkable reader confidence of The Oregonian. This reader confidence (which has been 79 years in the making) has few parallels anywhere in newspaperdom . . . It represents that intangible value which transcends rates or circulation, and is the stuff of which sales are made.

The Oregonian

PORTLAND, OREGON

The Preferred Newspaper of the Pacific Northwest Circulation: over 109,000 daily; over 172,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

Oct. 3

MEN MAKN



PARKER MORSE HOOPER

EDITOR

tro Bri

be

Harvard University, B.A. . . . Columbia University Architectural School, B.S. . . . Associated with the architectural offices of McKim, Mead & White, John Russell Pope. . . Extensive study and travel throughout Europe. . . . Member of the firm of Hooper and Moran, Architects, New York City until 1924. . . . Member of the American Institute of Architects. . . . Member of the Society of Beaux Arts Architects. . . . Practiced architecture in New York City for fifteen years.

THE ARCHITE

. 3, 1929

OR

rai

of

dy

of

-

KNAGAZINES



Photo by Berenice Abbott

KENNETH KINGSLEY STOWELL

ASSOCIATE EDITOR

Dartmouth College, B.S. . . . Harvard University, M. Arch Associated with the architectural offices of William Lawrence Bottomley, Alexander B. Trowbridge, . . . Sugarman & Berger . . Joseph Hudnut . . and others . . . Extensive study and travel throughout Europe. . . . Member of the firm of Bush-Brown & Stowell, Architects, Atlanta, Ga., until 1927. Member of the American Institute of Architects. . . . Professor of Architecture at Georgia School of Technology.

EURAL FORUM

that way, because sooner or later one of his articles is going to get out without the label on it, and then his patent will be gone. As a practical matter, we believe it will have the effect of requiring to a much greater extent the manufacture of patented articles in this country, and it will stop the tendency of the big corporations of using their European factories to supply the American demand.

Mr. Pittman. Would this provision prevent a British corporation, we will say, which had leased the patent rights of Ford, from exporting their material to this

country?

Mr. Reed. Oh, yes. The patent clause would prevent them from importing those patented articles with the American claim on them.

Mr. Pittman. Then it means an embargo as to any licensee of American patents in any foreign

country?

Mr. Reed. Yes; it means an embargo against those articles coming in with the claims of patent protection. They can import the articles if they want to, but they cannot claim a monopoly after they get here. In other words, they cannot assert a monopoly and plant that monopoly abroad, and keep all Americans out of that business.

Mr. Glass. I wanted to ask the Senator why we do not go as far as foreign nations if we really desire to protect our labor here against invasion? Why do we not vitiate the patents when American manufacturers do as Ford has done and as has been done by the Genator of the state o

eral Motors?

Mr. Reed. Because we are working on a bill that deals with imports and we are not working on a bill that deals with the patent law, but I would be glad to go as far as France does when we come to the matter of amending the

patent law.

Mr. King. . . . It seems to me he [Mr. Reed] is forgetting that we have become an exporting mation and are now exporting more than \$5,000,000,000 worth of products annually. We are competing with the rest of the world and are selling many commodities cheaper than manufacturers and

producers in the chief manufacturing countries of the world.

It is a fact that we are producing commodities of the same character and kind as our dutiable imports; and I believe that at least one-half of our dutiable imports are duplicated by exports of the same character. Of course there are additional exports which, in the aggregate, greatly exceed in quantity and value our dutiable imports. I fear the Senator is advocating a policy in respect of patents and trade-marks which, in the long run, will be disadvantageous not only to American manufacturers but to the American people generally. I regret that an issue has been brought before us which may be regarded by some as too narrow and restricted, and too fiercely nationalistic. It seems to me that it is at variance with our past policy a policy which has brought to our country remarkable mechanical development, and has given the United States a paramountcy in the world's industrial and economic

Mr. Reed. If it is narrow or nationalistic to want to see American factories produce goods for American consumption, I plead guilty to the charge. I do not believe the policy that has made this nation great was the policy of transplanting its factories into foreign lands. I believe that we have made the working people of America prosperous and their prosperity has made everybody else prosperous by encouraging the development of industry here and keeping up high wage standards and high living standards. That is what has made

our prosperity.

Standard Brands Acquires Widlar Food Products

Standard Brands, Inc., New York, the new food products company organized to consolidate the Fleischmann Company, the Royal Baking Powder Company, the E. W. Gillett Company, Ltd., and Chase & Sanborn, has completed negotiations for the acquisition of The Widlar Food Products Company, Clevelland. The Widlar company operates two plants in Cleveland and one in Wiggins, Miss., producing food products under the trade names of "Widlars," "C. W. Brand," "A merican" and "Delta Brand."

Adv

A cial A vention Biltmo

to be

depart

Octo

terau, Associ Morse the m metho stitute 'How to the ers, D Fred bernia "How to the president New cial A Reed, Lus ident, presid ompe 'My tion chand Open bers. Ew ident, Exch

> Fox-C No Maho Natio to In cial analy Ev presio Final cation Bank

Jason

Vew

Shap

Bryse

Stuar

ing !

noon Unio man. ing.' presi York Meet iden 3, 1929

factur-

produc-

e charble im-

t least

mports

of the

there

in the

quan-

nports. ting a

s and g run,

t only

but to lly. I been

av be

arrow y nahat it policy ht to anical a the cy in

nomic W Or. merifor plead t bethis

y of forhave mererity rous it of high ving

nade

S

, the Com-Com-Ltd.,

The levetwo ins,

nder

W.

Financial Advertisers Plan "How To" Program

"HOW TO" program has A been prepared for the Financial Advertisers Association Convention, which will be held at the Hotel, Atlanta, from Biltmore October 30 to November 2. to be discussed at the general and departmental sessions follow:

GENERAL SESSIONS

October 31, morning: Charles H. Wet-terau, president, Financial Advertisers Association, presiding. Gaylord S. Morse will explain the organization of the mythical financial institution whose methods of business-building will conmethods of business-building will con-stitute the theme of the convention. "How to Sell the Financial Institution to the Inside Organization: Stockhold-ers, Directors, Officers and Employees," Fred Ellsworth, vice-president, The Hi-bernia Bank & Trust Co., New Orleans; "How to Sell the Financial Institution to the Public," Daniel Lipsky, vice-president, The Manufacturers Trust Co., New York, and "How to Use the Finan-cial Advertisers Association," Preston E. Reed, executive secretary.

cial Advertisers Association," Preston E. Reed, executive secretary.

Luncheon: H. Ennis Jones, vice-president, Franklin Trust Co., Philadelphia, presiding. The luncheon will include competition for a cup on the subject, "My One Best Bet," being a description of the best advertising or merchandising idea used by a member. Open to corporate or individual members.

hers.

Evensing: Robert J. Izant, vice-president, Central National Bank, Cleveland, presiding. "How the New York Stock Exchange Utilizes Motion Pictures," Jason Westerfield, publicity director, New York Stock Exchange; "How to Shape Up a Radio Program," A. E. Bryson, first vice-president, Halsey, Stuart & Co., Chicago, and "The Talking Movie as an Advertising Medium," H. R. Menefee, commercial division, Fox-Case Corp.

H. R. Menetee, commercial division, Fox-Case Corp. November 1, luncheon: C. H. McMahon, director of advertising, First National Bank, Detroit, presiding, "How to Interest Women of Means in Financial Matters," Mrs. Rosenblatt, income

cial Matters," Mrs. Rosenolatt, income analyst, First National Bank, Detroit.

Evening, banquest: C. H. Wetterau, presiding, "Merchandising—The New Financial Tempo," Harold Stonier, educational director, American Institute of Banking.

DEPARTMENTAL SESSIONS

Trust Advertising, November 1, afternoon: Leopold A. Chambliss, Fidelity Union Trust Co., Newark, N. J., chairman. "Copy Appeals in Trust Advertising." Ernest L. Colegrove, second vice-resident, Guaranty Trust Co., New York; "Trust Objections and How to Meet Them." Theodore Weldon, president, Weldon and Baldwin, Chicago;

"The Media of Trust Advertising," H. Brooks Hering, assistant vice-president, Baltimore Trust Co., Baltimore, and "Analyzing the Trust Department," W. Tresckow, assistant vice-president, Central Hanover Bank and Trust Co., New York.

Tresckow, assistant vice-president, Central Hanover Bank and Trust Co., New York.

Business Development: E. V. Newton, manager, New Business Department, Cleveland, presiding. "Soliciting Correspondent Bank Accounts," Monte J. Goble, vice-president, Fith-Third Union Trust Co., Cincinnati; "Selling Savings Accounts from House to House," O. G. Alexander, assistant vice-president, Bank of the Manhattan Co., Jamaica, N. Y., and "The Sales or Service Manual—Its Place in Bank Development Work," George L. Williams, Inc.

Savings Departmental, October 31, afternoon: H. Fred Oltman, assistant cashier, Grand Rapids Savings Bank, Grand Rapids, Mich., presiding, "The Trend of Savings and How Can Its Future Be Developed?" Harris Moriarty, vice-president, American Traders National Bank, Birmingham, Ala.; "Can We Solve the Problems of the Dormant Account and the High Mortality of the Savings Business?" Robert W. Sparks, vice-president, Bowery Savings Bank, New York; "How to Develop a Real Estate Loan Service," Chester Price, manager of advertising, Chicago Trust Co., Detroit, presiding, "How to Sell the Checking Account as a Financial Service to Individuals," Leopold Chambliss, and "How to Inaugurate and Announce the Service Charge on Checking Accounts," David Auch, assistant secretary, Ohio Bankers Association.

Advertising Fusadamentals, November 1, afternoon: Cedric A. Morris, Union Trust Co., Detroit, presiding, "How to Sellet Suitable Materials," James L. Wells, president, Sloan Paper Co., Atlants; "How to Make Effective Layouts," Don Knowlton, and "How to Build Human Interest Copy," Avery Clinger, vice-president, First Citizens Trust Co., Columbus.

Trust Co., Detroit, presiding, "How to Sulid Human Interest Copy," Avery Clinger, vice-president, First Citizens Trust Co., Columbus.

Trust Co., Detroit, presiding, "How to Sulid Human Interest Copy," Avery Clinger, vice-president, First Citizens Trust Co., Columbus.

Trust Co., Detroit, presiding, October 31, afternoon: Held Human Comment of the morning of November 1.

will be held during the morning of November 1. Investment Departmental, October 31, afternoon and November 1. morning: John Foley, A. C. Allyn & Co, Chicago, chairman, and George Dock, Jr., Halsey, Stuart & Co, New York, vice-chairman. "Institutional Copy for an Investment House," Joseph Levin, A. G. Becker & Co., Chicago; "Sales Promotion for Investment Houses," Harry Owens, Halsey, Stuart & Co., Chicago; "Copy Analysis," Daniel Starch, and speeches on "Financial Page," "Rates," "Investment Trusts" and "Radio."

Joins Los Angeles Agency

Robert W. Cox has joined the Ham-mel Advertising Corporation, Los Ange-les, as a member of the copy staff.

KRONAR

-The area of Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by the Times-Press, of Akron, Ohio.



ISSUE OF OCTOBER 3, 1929

NO. 18

THE TIMES-PRESS

AKRON FIRM AC-**OUIRES HOOD RUBBER**

THE Hood Co., third largest manufacturer of rubber footwear, has been merged with the B. F. Goodrich Co. of Akron.

The Hood Co. has factories now covering 95 acres. It normally employs some 10,000 workers and has 2,048,000 square feet of factory space.

The daily capacity of the Hood plants is 75,000 boots and shoes, 3.500 automobile tires, 65,000 rubber heels and 10,000 rubber soles.

The company's sales for 1928 were \$29,977,550. Its assets were \$34,000,-

Goodrich's total assets are \$117,-071,002. Total sales for 1928 were \$148,805,000.

The merger makes the B. F. Goodrich Co. pre-eminent in the production of rubber footwear, and will add more than 10,000,000 units annually to Goodrich tire production.

Estimates based on last year's sales show that the merger will put the Akron firm, now in third place, practically first in the rubber industry.

Incidentally we might mention that the Hood-Goodrich rubber merger announcement was published first in the Times-Press. Most big news stories appear first in the Times-Press-and Akron people know it.

CONTRACTS FOR FIRE STONE PLANT LET

PRELIMINARY contracts foundation construction and fo the structural steel of the new seven story addition to Plant Two of the Firestone Tire and Rubber Compa have been given to the McAri Concrete Pile Co., and to the Burge Iron Works.

The cost of the new addition will be between \$600,000 and \$800,000 equipped and will increase tire production from 3000 to 5000 units a day.

Firestone's increased manufacturing facilities will create jobs for 300 Akron workers.

3000 additional workers mean more food, more clothes, more auto mobiles, more of every national advertised product will be purchasel in the Akronaria.

Will you get your share of this increased business? The answer is "Yes" if you tell the story of you merchandise in the Times-Press-Akron's best liked newspaper.

WELCOME! NEW ADVERTISERS

NEW advertisers welcomed into the rapidly growing Time-Press family in the past month is clude these well-known products

he list ency th

Oct. 3

llows: "Sheat "White Ma "Holla

"Bosc har "Whiz "Willa & "Cope bel

"Bran "Peer "Lyri

Nationa

Park A

he list of new accounts and the ency thru which they were placed llows:

"Sheaffer" Pen, thru McJunkin.

"White Owl" Cigars, thru Conklin Mann, Inc.

"Holland" Furnace, thru Maxon. "Bosch" Radio, thru Sheridan, Shaw-han & Sheridan.

"Whiz" Soap, thru Anchor.

"Willard" Storage Batteries, thru Fuller & Smith.

"Copeland" Refrigerators, thru Campbell-Ewald. "Brandes" Radio, thru Hanff-Metzger.

"Peerless" Radio, thru Hutchins. "Lyric" Radio, thru Williams & Cun-

nyngham.

Every day new advertising faces are appearing in the columns of the Times-Press. On frequent occasions advertising volume has exceeded the Press capacity.

In five short years the Times-Press has outgrown its present quarters. Larger presses and more room are needed to take care of the everincreasing number of advertisers.

In June, 1930, the Times-Press will move into its new million dollar newspaper plant in the heart of downtown Akron.

Herewith is a picture of the new Times-Press home.



A tangible evidence of sensational growth. Outgrowing its quarters in five short years, the Times-Press will move into this new home about June 1, 1930.

> Akron Is Not in the Cleveland Market -It Stands Alone

$\langle R() \rangle$ EES

National Advertising Department, Scripps-Howard Newspapers, 230 Park Avenue, New York; 919 N. Michigan Avenue, Chicago; Detroit, San Francisco, Dallas, Buffalo, Los Angeles, Atlanta, Philadelphia



FIRE. LET acts and fo

W seven o of th

-PRESS

3, 1920

Comp **IcArth** e Burne tion will \$800,000 tire proits a day.

for 300 means re auto ationally archasel

nu factur-

of this swer is of you Press-۲.

RS ed int

Times enth in roducts

A Consumer Introduces a New Idea into the Sugar Business

SUGAR has been sugar for so long that nobody has bothered to think much about changing it. But a customer of Henry Maillard, Inc., New York, came in one day and asked why it did not make lump sugar in flavors so that a woman could offer a variety of flavors to her guests when serving tea. The idea appealed to the company and about two months ago it brought out lump sugar in the flavors of the three citrus fruits—lemon, orange and lime.

At first, the company thought it would be only a novelty idea with a limited appeal. So the new sugar was introduced under the Maillard name through a few grocery stores in order to see whether it would catch the public's eye. It caught immediately and orders came in so fast that it swamped production.

With such a demand, Maillard brought the sugar out and sold it through its retail stores. In the ensuing brief space of time, the idea has spread all over the country and telegrams and letters are coming in asking for the sugar and for places where it can be bought.

The sugar is packed in halfpound slabs which are made in straight flavors or with the three combined in one, and retail for 25 cents each. The slabs are wrapped in transparent paper with the Maillard label in the center. On the back is a cardboard strip for bracing purposes which contains a description of the sugar and the

One of the interesting points about the public's reception of this idea is that a large demand has been built up through drug stores. At a time when the drug store is assuming the functions of a department store, this fact is interesting, because it illustrates the public's new conception of what products may be obtained in drug stores. Another point of interest is that the distributors prefer not to carry the combination slabs, as

the consumer is apt to ask for the new sugar with the object of giving it a trial. If the combination slab is sold, the consumer can try all three flavors at once, for 25 cents, but if just the one-flavor slabs are available, the purchaser can be induced to buy all three, for 75 cents.

As yet no advertising has been planned for Maillard's flavored sugar, as the company is principally interested in making candies and cocoas and does not care to enter the sugar business. But if the demand keeps up, an advertising campaign may be planned.

The success of this flavored sugar, in bringing a new idea into an industry which has not had many recently, shows the public is receptive to new ideas and thus may encourage other industries to attempt to put a little variation into their products without the fear that the public will be afraid to try it. For the public has recently shown that it is willing to throw over established ideas. It now, for example, is exploding the long-believed theory that sugar, to sell, must be white.

M. L. Davey Buys Ohio Papers

Martin L. Davey, president of the Davey Tree Expert Company, Inc., Kent, Ohio, has purchased both of Kent's weekly newspapers, the Tribuse and the Cowrier, as well as the Hudson, Ohio, Herald, which was owned by the Kent Courier. The two Kent papers will be merged ultimately and published as a daily

will be merged ultimately as a daily.

L. L. Poe, advertising manager of the Davey company, and formerly managing editor of the Akron, Ohio, Times, will serve also as publisher of the papers.

Automobile Radio Corporation Elects G. A. Richards

G. A. Richards, formerly representative of the manufacturers' sales department of the Firestone Tire & Rubber Company, at Detroit, has been elected vice-president of the Automobile Radio Corporation, Long Island City. N. Y. He will have charge of manufacturers' sales of the Transitone auto radio, with headquarters at Detroit.

With "Modern Priscilla"

C. C. Kilander, formerly with the sales department of the American Radiator Company, has joined the Western office, at Chicago, of Modern Priscilla.

The Center of Things Agricultural!

THE WEEKLY KANSAS CITY STAR is published in the center of a great agricultural district. For hundreds of miles on every side extend rich farming and grazing lands.

Kansas is the largest wheat state. Kansas City is the largest primary winter wheat market. Iowa ranks first in corn production. Livestock in the 7 states covered by The Weekly Star represents a value of 1½ billion dollars.

The present secretary of agriculture is a Missouri man. His predecessor was from Kansas. Whenever and wherever farm questions are considered, this section is recognized as the center of things agricultural.

The Weekly Kansas City Star, largely because of geographical advantages enjoys the largest weekly R. F. D. circulation in America. It is the preferred farm paper of farmers who live in the nation's richest farming district.

The Weekly Kansas City Star.

465,000 Paid-in-Advance Subscribers

avored ea into t had blic is t thus ries to n into

1. 3, 1929

for the of givbination can try for 25 e-flavor

ree, for as been lavored princi-

candies are to But if Ivertis-

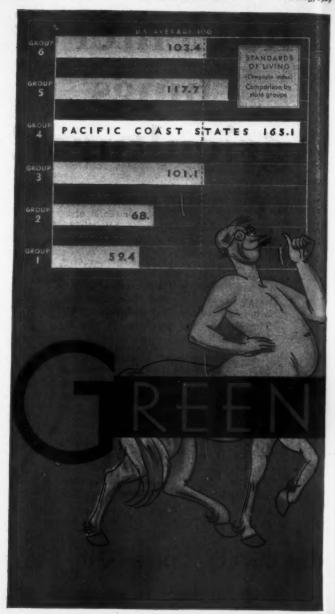
try it.
shown
over
for
long-

f the Inc., h of ibune dson, y the apers ished

f the ging will rs.

ntaober eted idio Y. ers'

the liaru la.



Oct.

m P

ir la id

si id

L C

. 3, 1929

THESE FAR FIELDS

Another Spencerian advertising maxim all shot! Here's this upstart Pacific Coast taking the 5th grade copybook wisecrack for a ride.

Far fields sometimes are greenest!
The Pacific Coast, we are wheedled into admitting, is the greenest, lushest marketing pasture in America. And competition hasn't trampled down the grass.

Cheery spenders, more dollars to spend, fewer people grabbing at 'em, no racketeers, fine golf climate, men who know what a Louiseboulanger gown is, and women who've heard of Molnar.

What's all that to do with merchandising statistics and pie-charts? My dear sir, what would be the sense of that elongated standardof-living bar on the other page if it didn't tell about PEOPLE?—People who appreciate rumble-seat roadsters and refrigerators that would decorate the Queen of Sheba's kitchen, and keep a sharp eye for bond offerings?

Pacific Coasters are exactly that kind of people. Points: (1) Average income 55% above the national average; (2) 500,000 more passenger cars than families; (3) 50% higher per capita savings deposits even after supporting a 65% supernormal standard of living.

Sales and advertising executives who schedule special Pacific Coast campaigns on top of their national coverage are nearly always pleased, later on, at their perspicacity.

PASTURES

HEARST PACIFIC COAST COVERAGE



1,390,180 CIRCULATION FOR 1,560,000 FAMILIES

EVENING

MORNING AND SUNDAY

LOS ANGELES HERALD SAN FRANCISCO CALL-BULLETIN OAKLAND POST-ENQUIRER LOS ANGELES EXAMINER SAN FRANCISCO EXAMINER SEATTLE POST-INTELLIGENCER



Stepping Out in Argentina

The smart increase in U. S. footwear exports to Argentina for 1927 over previous years, is another striking example of the sales opportunities awaiting American manufacturers there. The figures tell the story:

1927 Exports
Leather boots and shoes . . . \$ 45,051
Upper shoe leathers 935,031
(Increase over 1924, \$438,219)
Rubber footwear and soles
and heels 516,345
(Increase over 1924, \$513,415)

It is a quality market—a smart market—where the rich population are one with Fifth Avenue and Bois de Boulogne in its exacting style preferences.

La Prensa, the national newspaper, is the first great doorway to this prosperous mart. Not only does it exceed in circulation and advertising carried, including classified, but also reaches a greater number of the superior classes. Its art, story and editorial features are unique among newspapers anywhere. Liberal in outlook, informative and independent, it is the paper of the people and a profitable investment for its advertisers. May we prepare a marketing brief on your product?

LA PRENSA

of Buenos Aires

"South America's Greatest Newspaper"

JOSHUA B. POWERS, INC.

Exclusive Advertising Representative

250 Park Avenue, New York

London

Paris

Berlin

Buenos Aires

IN A man manufi product pany this quality to par plus a agreed take of dred

short,

share

There

manu grade for denoug cost of The quite these down the A would salest not v quiet busy

to A
Rig
a qui
cours
the fi
sales
lized
woul
if th
busin
ume
ager

house

Bu kept week down much the s

lanta

na

Traveling Executives Should Sell the House—Not the Line

There Are Many Benefits to Be Derived from Occasional Visits to the Trade by a Home Office Executive

By A. H. Deute

General Manager, The Billings & Spencer Company

IN Atlanta, Ga., there is a sales-man representing a small food manufacturing company but whose product is well known. The company could not afford to employ this quite excellent salesman at the salary he is worth. But it arranged to pay him a monthly flat rate plus a commission. It was also agreed that the salesman could take on two other lines of a kindred but non-competing type. In short, three manufacturers would share one high-class man—probably a better plan than for each manufacturer to have one low-grade man. The potential volume for each house was not large enough to warrant all the time and cost of a really good man.

The plan seemed to work out quite nicely until one day one of these firms sent its sales manager down to spend a few days with the Atlanta salesman. The house would have preferred to bring the salesman in to the plant, but it could not very well do this because its quiet season happened to be the busy time for one of the other houses. So the sales manager went to Atlanta.

Right after this visit there was a quick flow of new orders. Of course it was realized that during the few days he was in Atlanta the sales manager practically monopolized the local man's time. No one would have been greatly surprised if there had been a falling off in business to compensate for the volume written while the sales manager was there.

But actually the flow of orders kept right on coming for several weeks before they started to slow down. Even then they held up to much greater volume than before the sales manager's visit.

Within a few months, the Atlanta salesman wrote to the sales manager: "I wish you could give me another three days. That last trip did a great deal of good. You gave my trade a new slant on things and you surely did charge my batteries. You see, I'm a long way from the home office. I have two other lines to think about. I get all of the hard luck stories of the customers poured in on me. After about so long I feel the need of a short session with you— a sort of shot in the arm, you might call it."

It so happened that the sales manager could not get away at the time. But he had a very good local salesman to whom he said: "Bill, I'm going to give you a trip. Here are four territories to visit. Go in there; give each man three or four days. Punch him up. Pep him up. Show him how to sell more goods. Then come back here. In the meantime we'll cover your territory by mail."

Why Bill Failed

Bill made the trip. He returned to headquarters without being able to report much success. The four men he visited did not seem to respond very heartily. Something seemed wrong. Bill was a good man—probably a better salesman than his boss.

The sales manager wrote to the salesman in Atlanta to try to find out what had gone wrong. The answer was this:

"The man you sent down here in place of yourself is no doubt a good salesman. But we don't need a salesman to come down here. My customers rather resented a high-powered chap from up North trying to push them into giving us big orders. When you were down here you did not do that. You visited them and they enjoyed it. They got a lot of good, first-

hand information from somebody high up in the company. A lot of these people are old customers and they appreciated your personal visit."

And therein lay the answer. The sales manager called Bill in again. "Bill," he said. "You didn't get across on your trip, but I guess it was my fault. I'm going to send you out to cover four more territories. But you're going to have a special card and it is going to announce you as Traveling Sales Manager. Don't try to sell anything. Don't act like a salesman. Act like an official from the home office visiting our representatives and calling on our customers. Don't fail to talk the line and its possibilities-talk them hard, but keep the order book out of sight. Just make it easy for the regular man to get the order. We aren't going to measure your success by the amount of business you write but by the increase in the territory during the next three months."

So to four new territories this man went as the company's Traveling Sales Manager. He did not press for orders. He listened to the sales representatives' problems and suggested remedies. He listened to the suggestions of the customers. But mainly he filled the representatives' minds with news from the home office. He charged He re-sold them their batteries. He suggested ways on the line. and means of merchandising the line new to the men in the field. In short, he "brought a message from home." Representatives and customers were glad to see him. line was lifted up in those markets.

It is quite a common occurrence for the sales manager of a company to go out with one of the men and astonish the salesman with the ease with which he can close business.

As a matter of fact, one of the most useful jobs a salesman can do is to set the stage for the sales manager's visit and then take the sales manager along for a series of closings.

The average buyer is not only pleased and complimented to have a visit from somebody right from the home office but he also feels

that he can get a new viewpoint. Frequently salesmen will get a word in alone with the buyer and say: "Tom, I've got the big boss with me. Come through with a nice order this time and give me a chance to look good."

Average Buyer Is Human

Most buyers are glad to do it if they are at all in position to buy. Furthermore, the average buyer is only human and when he has "the big boss" in his office he likes to demonstrate his buying power. Nine buyers out of ten hate to be "pikers" in the eyes of the man from the factory, paying him a special visit. This is especially true when the man represents an old, well-established house with whom the buyer's firm has done business for a long period. And, of course, it is dependent, too, upon the "big boss" not overdoing it and coming too often.

It is rare indeed for an executive from the home office to get other than highly courteous treatment on such trips and visits. Of course, very often the head of the house upon whom he calls is very anxious to talk things over with him and often feels that it is a propitious time to discuss some special concession. It is then that the man from the home office has a real chance to be tactful and a real representative for his house.

I know of only one instance, so far as my personal experience goes, where such a situation was not neatly handled by the big boss. And that one instance was amusing.

The president and vice-president of a company located in New York but doing business throughout the country made one of their very rare trips to the far West. It was their only trip in something like eight or ten years.

The jobbers in the West were worrying about the chain stores long before the chain stores were really eating into their business. At every occasion they tried to discuss the subject with the firms from which they bought.

Now it happened that these two men represented a firm which was selling to chain stores in the East · 3, 1929

wpoint, get a yer and ig boss with a ive me do it ion to wenge her he fice he buying of ten

ves of Daying espereprehouse n has eriod.

ndent, over-

get o

Of f the

very

with

prospe-

t the

as a and a ouse.

not

ooss.

lent

ork

the ery was

like

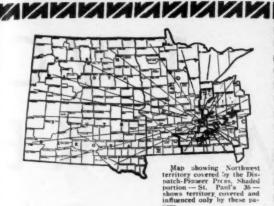
ere

ere

is-

wo as

n. xecu-



"ST. PAUL'S 36" — The Exclusively St. Paul Market, Is Covered ONLY by the St. Paul Dispatch-Pioneer Press.

Within the great Northwest—the Dispatch-Pioneer Press market—are 36 Minnesota and Wisconsin counties geographically and commercially tributary to St. Paul.

These 36 counties are "St. Paul conscious." St. Paul is their buying and selling center. Their highways, railroads and bus lines lead to St. Paul. They are "St. Paul's 36"—the EXCLUSIVELY ST PAUL market.

NO OTHER TWIN CITY PAPER COVERS ST PAUL'S 36.

To bid for the pocketbooks in this territory, manufacturers must present their sales messages through the Dispatch-Pioneer Press. Then, and only then, will St. Paul's 36 be adequately covered.

St. Paul Dispatch - Pioneer Press

O'MARA AND ORMSBEE, Inc.

General Advertising Representatives

Los Angeles, San Francisco, New York, Chicago, Detroit

MMMMMMMMM

Oct

In any selling campaign which attempts to cover the high of the country, Boston is one of the few market centers must be included. Boston is a key point for the distribution papers merchandise. It is a separate and distinct trading territory ran mathies as the fourth largest in America.

All of New England cannot be dominated by Boston, although B newspaper advertising has a considerable effect throughout New En and paves the way for later advertising and merchandising in the New England markets. The big market for Boston newspaper adverlies within the thirty-mile radius immediately surrounding Boston. are nearly three million people eager and able to buy branded merch that has proved its worth.

To cover the Boston market advertisers must plan their advertising paigns differently from those designed to blanket other cities. An reason-Boston is not merely ONE big market, it is TWO markets in ONE. Two groups of people compose these markets. Two groups differing from each other because of the influences of tradition, sentiment, heredity and environment confront the advertiser, and both groups must be effectively reached to assure advertising success.

other las on that in Bos rald-Tra cause of ers do ilar to ing the

e advert rald-Tra fitable s entire :

250

BOSTON

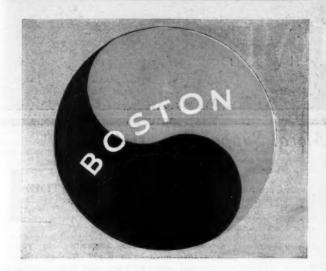
3, 1920

ton.

ising

An

f



other large cities there is usually one newspaper of outstanding circuon that an advertiser can use to reach the bulk of the market, but on that an advertiser can use to reach the bulk of the market, but ers to in Boston. Here the situation is entirely different. There are four ibutions apapers of major importance. But, these papers are divided in their tyrampathies and opinions as are Boston's people. Of the four, but one, the rald-Traveler, has any influence with one of these two population groups. gh B cause of differences in editorial policy and other features the other three pers do not interest this group. But because these three papers are the illar to each other in most respects, they do appeal to the people comadversing the other group.

eadvertisers' problem is not so much which paper as which group. The rald-Traveler will carry his message to the more responsive and more fitable group of Boston's buyers. To cover the other group and reach entire market, one other newspaper should be used.

> Advertising Representative: GEORGE A. McDEVITT CO. 250 Park Avenue, New York, N. Y. 914 Peoples Gas Building Chicago, Ill.

For seven years the Herald-Traveler has been first in National advertising, including all financial, automobile and publication advertising among Boston daily papers.

TRAVELER

bt ch th ta

> to an

> > e

V



TO REACH THE MOST INFLUENTIAL U.S. FAMILIES . . ECONOMICALLY, EFFECTIVELY

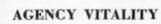
Moral Support . . . for Profit

Agencies themselves use TIME to reach executives.

"What three magazines do you read most habitually?" The question was asked of 5,000 men, influential in placing advertising. Result: TIME received almost as many votes as the next two magazines (Saturday Evening Post, Collier's) combined.

. Merely moral support. But agency men have the courage of their convictions.

For TIME now carries more pages of agency advertising than any other two general or general-business magazines combined.



TIME also leads or is near the top in the following classifications: aviation, financial and insurance, office equipment, industrial communities, newspapers (as advertising media), travel and resort communities. For 1930 TIME now guarantees 300,000 average net paid. Ask the Promotion Manager for TIME's Blue Book. 288 East 42nd Street, New York City.

THE VITALITY OF TIME'S PAST AND PRESENT INSURES TIME'S

FUTURI

but at that time was not selling chains in the West. However, these Western jobbers wanted to talk the matter over. It was their opportunity and they were not opposed to being what they called "frank and outspoken." They welcomed the chance to have a hear't to heart talk with their visitors and undertook to make the most of the opportunity.

The two officials, however, had expected that their calls would be purely social and that the visit would consist largely of expressions of good-will with probably a few well chosen remarks about the desirability of larger orders.

Loaded for Bear

But these jobbers were, as the saying goes, "loaded for bear" and their opening remark started the ball rolling: "We're mighty glad to see you gentlemen. We've been trying to get your local men to commit themselves but naturally they can't say anything definite. What we want to know right now is what you propose to do about chain stores because we've got to know where we stand."

The two officials tried to explain that they were largely on a sight-seeing trip and that they were hardly familiar with the chain-store situation. They preferred to talk about other things.

"We don't get you chaps out here very often." one leading jobber broke in. "We agree with you that you don't know much about our problems out here. But now that you're here we want to show you what we are up against and as business men there isn't any reason why you can't tell us where you stand."

The story goes that those two executives finally escaped without committing themselves but without doing their house any good, and according to their own statement later on, they were glad to be free of such unfriendly individuals.

Not long ago a New York man was made vice-president of an advertising agency and sent over the country to make a market survey for a certain client. He jumped from New Orleans to San Antonio where the client's local man failed to report on time. The agency man got tired of waiting and made an independent investigation. He had a list of the client's leading jobbing and chain-store customers. Just to check up properly he took a taxi and covered several miles of city streets. Soon he became aware of the number of stores bearing the name "Abbarote." Plainly this was a good sized chain. For some reason it did not appear on his list of customers.

Later in the day he dropped in to see the head of the Piggly Wiggly stores in San Antonio. But the agency man was well schooled in etiquette and refrained from discussing competitors. He did do a little shrewd sounding out though and ascertained that there were probably 250 of these "Abbarote" stores in San Antonio alone and that there were quite a good many more in the outlying sections. It developed that these stores catered to the Spanish-speaking population.

The agency executive believed he had uncovered a chain which the client's salesman had evidently neglected to sell or to report. It made for a good report to the home office.

The men in the home office and in the client's office didn't happen to know any Spanish so it was not until the San Antonio salesman was reached by night letter and asked why he was not selling the Abbarote chain or at least reporting on it and until that individual had a chance to explain that Abbarote meant grocery store in Spanish or Mexican, that the situation was cleared up and the new agency executive properly enlightened.

The West and the South, more so than the territory from Chicago to New York, respond eagerly to the occasional visits of men who hail from the home office of their source of supply. They are glad to stop the routine of business and visit them. They frequently enjoy taking them for rides to see the country and wind up with some golf.

But the traveling sales manager or vice-president must realize that he cannot be a high-pressure salesman in disguise. In fairness to the trade as well as to the principal, the occasional call must be a sincere visit. That it will result in mutual benefit and profit is to be expected.

I heard the opening remarks of one very successful ambassador of this type and they are worth passing along. As he sat down with the head of a wholesale hardware house, he started out by saying:

"Of course, we wish you could come to our factory now and then and see us and know our people better. I believe if that were possible we'd be doing a lot more business together. But since it is hardly feasible for you to get to see us very often, I thought I'd spend a little while here and see if there are any questions you'd like to ask about us. Also, I'm looking forward to taking back with me some first hand impressions of you and your house.

"According to our books, we were selling your company long before your time or my time. Did you know that your firm name has been on our books since 1879?"

Of course, this traveling salesmanager carried data with him covering the various houses upon which he expected to call. He has found that heads of houses upon whom he calls like to be told of such long connections. Frequently he can refer to various old time and intimate dealings. When he could get hold of old letters of a friendly tone they proved of great value.

"My job isn't to sell the line—
it's to sell the house," is the way
another one of these men sums up
his job. "I plan on seeing these
customers not more than twice a
year. More often than that would
destroy the effectiveness of the
visits. I look upon the regular
salesman to sell the line to the
buyer while I sell him the house."

I had an interesting talk a few months ago with Sidney Rabinowitz, the general manager of the Economy Grocery Stores Company, of Boston. He gave me an interesting buyer's angle on the same situation.

"Business is getting so big these days," he explained, "that it becomes increasingly impersonal. We have our professional buyers who deal with the manufacturers' professional salesmen. It is all very matter-of-fact, even though the relations are most cordial.

"But business relations ought to be more than just matter-of-fact. We ought to know personally as many head executives as possible, and just as important, they should know us. I could recite a long list of highly profitable moves profitable for both the manufacturer and ourselves—which have resulted through personal visits which my father and my brothers and I have enjoyed from executives of firms from which we purchased goods.

"While we appreciate the service which the local salesman renders, he knows and we know that we can go only so far with him. There are many matters which come to light when we now and then see the head of the firm or a man close to him."

The house which can keep the personal element constantly present has a great advantage. It is the development of the personal relationship between buyer and seller which keeps the line up to date and in tune with the needs of the times. Then, too, as my old friend Frank Lewis, of San Antonio, remarked: "We don't want to let sentiment interfere with business—but there is no reason why we should refuse to let sentiment enter into business."

C. B. Smeeton with Chicago Flexible Shaft

I

Cecil B. Smeeton, formerly with the advertising department of the Wisconsin Power and Light Company, Madison, Wis., has joined the advertising department of the electrical appliance division of the Chicago Flexible Shaft Company, Chicago.

Conti Soap Distributors Appoint H. S. Howland Agency

Conti Soap Distributors, Inc., New York, has appointed the H. S. Howland Advertising Agency, Inc., New York, to direct the advertising of Conti Castile Soap and Conti Castile Soap Shampoo.

Appointed by Pohl Printing

William E. Sharp has been appointed general manager of the Pohl Printing Company, Detroit.

BUYING SUPREMACY IN ARGENTINA

LA NACION of Buenos Aires receives preference above all other newspapers in Argentina because of its particular reader appeal. The proof of this cannot be better demonstrated than by the following linage figures for the first six months of this year, in the three most important classifications of display advertising:

BUYING POWER Automobiles	LA NACION 286,856 lines		Next Paper 185,384 lines	
SPENDING POWER Theatres	25,324	44	2,896	44
CULTURE Books	28,884	4	7,740	44

This gives LA NACION a leadership of 145,044 lines in the three classifications. Equally significant is the display linage leadership (based on results) in other classifications. To the advertising agent and his client, desirous of making American products known in Argentina, LA NACION is indispensable. Ask for rates and sample copy.

Editorial and General Offices in the United States:

W. W. Davies

Correspondent and General Representative 383 Madison Avenue New York United States Advertising Representatives:

S. S. Koppe & Co., Inc.

New York
Telephone: Bryant 6900

LA NACION

of Buenos Aires

Extraordinary Pulling Power-Superior Coverage-Prestige

Fr

de

co

It

se

act

wa

ma

an

is t

Ye



VISUALIZE these rich Southern California independent markets in terms of their tremendous buying power! More than 960,000 motor vehicles registered from Southern California counties for the first six months of this year—and considerably more than half of them owned in these independent, outside markets.

250 carloads of just one make of radio sets—cnough to equip every home in the average city of 250,000 population—sold in a little over one year—and the number of outlets for these sets in the outside markets greatly exceed the city dealers.

In no other section of the country is the average family buyingpower so high. Farm products, oil production, motion pictures, and a large number of manufacturing plants located in outside districts, all combine to return hundreds of millions of dollars annually to residents of these outlying communities.

Consider, too, the habits and customs of the thousands upon thousands of families who have come to this section from all over the United States during the past decade, to make their permanent residence in these attractive communities. A majority of them came from rural and suburban districts. They are accustomed to this type of community life. 920

ent

ore

nia

Ыу

ide

uip

m

ets

ng-

es,

de

ITS

on

all

ty

IC-

THE home instinct is strong with them. That is why seven out of ten of these families live in comfortable dwellings of their own. They are a substantial worth-while class of citizens.

Taxes, improvements, schools, local government, health administration, civic development—all are matters of absorbing interest to these people—because they all affect to some degree, the home around which their life centers.

RELY ON LOCAL NEWSPAPERS

From experience, they rely on the local newspaper to keep them fully informed on these matters. It is the important source of detailed information. The metropolitan daily manifestly cannot cover all matters that are of paramount interest to each local community.

It is therefore not surprising to find that with these suburban residents, the local newspapers are by far the popular choice. A.B.C. figures show that the average local newspaper coverage is

seven times as great as the metropolitan paper with the largest outside circulation, in these same communities.

Southern California outside markets are active and growing. They will amply reward the manufacturer and distributor who makes the proper effort—and the quickest and most effective way to reach these people is through advertising alongside local news.

You cannot cover Southern California markets effectively, without using the LOCAL NEWS-PAPERS!

Alhambra
Post-Advocate
Culver City Star-News
Glendale News-Press
Hollywood News
Long Beach Sun
Monrovia News-Post
Pasadena Post
Redondo Breeze
San Diego
Union-Tribune
San Pedro News-Pilot
Santa Monica Outlook
Venice Vanguard

SOUTHERN CALIFORNIA NEWSPAPERS

Associated

CHICAGO DETROIT LOS ANGELES



NEW YORK PORTLAND SEATTLE

564 Market Street, SAN FRANCISCO · Kearney 3834

D

F

SOUTHERN RURALIST

Now is delivering over 50,000 paid circulation more than its guarantee of 650,000 paid, A. B. C., for the November 1, 1929, issue.

SOUTHERN RURALIST is the only Southern sectional farm paper having no arrears or bulk circulation.

FIRST IN EDITORIAL MERIT FIRST IN PAID CIRCULATION \$3.50 per line

Southern Ruralist

Serves Every Interest of the Farm Home

ATLANTA, GEORGIA

National Advertising Representatives:

E. KATZ SPECIAL ADVERTISING AGENCY

Mercerizers Give Yarn Consumers Identification

Durene Association of America Is Extending Market for Mercerized Yarn by Merchandising a Trade Name

FOR some time processers of high-grade mercerized yarns have felt that there was a wider market for their product than they were handling. The problem was how to take hold of this market and build it up. The formation of the Durene Association of America is

the mercerized yarn processers' answer to this problem. It also is one more indication of how the textile field is slowly but surely turning to fundamental plans of merchandising and advertising which have proved successful in other industries.

According to the association secretary, Charles R. White, there were several reasons for business in mercerized yarns falling off during recent years, two important causes being (1) the popularity of silks and rayons and (2) the misrepresentation of a few unscrupulous manufacturers and retailers who sold inferior finished merchandise. to the trade and to the consuming public, as made of quality yarn. If the market for mer-

cerized yarns of quality could be stimulated and if such high-grade yarn could be identified right down to the consumer, the market which processers believed to exist could yery definitely be expanded.

Identifying textiles until they get into the hands of the ultimate consumer always has been one of the most difficult of problems to solve. But some half-dozen mercerizers who formed the Mercerizers Association of America believed that they could hurdle the identification

obstacle by getting finished goods manufacturers—such as underwear and hosiery producers—as well as retailers, to work with them.

The first step, according to Mr. White, was to adopt a distinctive name which could be trade-marked. The name Durene was selected and



One of the Association's Full-Page Consumer Advertisements Which Will Appear This Fall

registered to designate mercerized yarn of high quality. This name then was made the property of the association.

Having selected an identifying mark, registered it and formed an organization to back it, the mercerizers then proceeded to lay out a practical plan for merchandising and advertising the Durene name. This plan was clear-cut and extremely comprehensive.

The first development was to acquaint manufacturers of mer-

0

WC

thi

tra

ger

rei

you

blu

the

fisl

im

stu

thi

the

chi

me

hu

of

get

and

hor

gai

Ch

Me

So

got

ger

bea

cra

not

figi

im

not

and

me

can

fel

OF

for

get

tha

Bo

5

]

,

cerized goods with the situation, to point out the aims of the Durene group and to license such manufacturers to use the name Durene on their finished hosiery and underwear. For the most part at the start of this effort, the hosiery and underwear field was approached (though other fields such as that of outerwear and woven fabrics will eventually be included), manufacturers licensed by the association being permitted to label their finished garments with the trade-mark, Durene, in the first letter of which is placed the manufacturer's own license number.

This method of handling the trade-mark permits a check right down to the consumer on all merchandise appearing under the Durene label, for at every stage of distribution the garment can be followed right back to its source of production in event of any mis-

representation.

The second development was to plan a business-paper advertising campaign and a national consumer

advertising campaign.

To the trade, the association began its advertising in September, using double-page spreads in about four publications and giving the complete Durene story. This advertising stresses the market to be developed by proper use of the identifying mark, and it also plays up the opportunity available for finished products manufacturers, and also for retailers, to overcome misrepresentation and thus to trade

up their markets. With approximately 75 per cent of the production of the mercerized yarn industry already represented in the association, work preliminary to and in conjunction with this trade publication advertising has been going on steadily. A series of broadsides for general distribution to the various branches of the trade has been sent out, and further educational work has been done through the distribution of booklets by the Educational Division of The Knit Underwear Industry, with which the Durene Association is co-operating.

In addition, a special representative of the association has been calling on manufacturers authorized to use the Durene label, as well as on manufacturers not yet licensed, for the purpose of further acquainting them with the organization's objects and to show how the program can be followed to their individual advantage. Later this work, as planned, will develop into a retail merchandising service which will consist of a complete advertising and merchandising tieup that will include window display, newspaper advertising, and similar retail activity to capitalize the Durene label.

To date, a large number of leading knitted underwear manufacturers have applied for and received licenses to employ the identifying label, while upwards of 125 hosiery manufacturers, from various sections of the country, have received licenses. This, the association feels, is splendid evidence of the momentum taken on by the Durene movement in a few months.

Retailers Are Helping in Sale of Durene Garments

Still further evidence of trade acceptance is the fact that leading retailers already have shown themselves to be in accord with the association's policy of protecting the production, sale and purchase of garments made from Durene yarns. Wanamaker's in Philadelphia, for example, featured Durene undergarments for women, backing the merchandise with an initial two-column advertisement in one local newspaper, supplemented by additional copy in two other publications. Immediately follow-ing, Best & Co. directed attention to the first New York showing of children's abbreviated union suits made from Durene with a feature display advertisement. Other showings of Durene garments have been made, and many metropolitan stores have announced their intention of featuring this merchandise.

Very recently a trade slogan has been adopted: "Quality Begins with the Yarn," and this will be featured in all advertising.

The third step in the advertisingmerchandising plan is consumer advertising, and this will begin in October. Full pages will be used in one national weekly and one 29

yet

зег

ni-

ow

to

ter

op ice ete

ie-

nd

d-

17-

ed

ng

S-

us

e-

a-

of

he

IS.

of

de

1-

m

th

t-

r-

m

in

d n,

n

n

d

f

5

e

n

f

woman's monthly publication. Both this consumer program and the trade schedule are to be increased at the beginning of 1930 along with general merchandising activity.

According to Mr. White, the Durene Association aims to expand its market by making the name Durene stand for high-grade mercerized yarn and by seeing to it that the Durene label on a finished garment will be a guarantee of quality from the manufacturer to the retailer to the consumer.

What Groucho Says

Does It Pay an Advertising Agency to Be Honest?

DOES honesty pay in advertising? What do you mean by pay? Oh, money profit. Listen to this tale of woe and judge for yourself.

Fellow came in one day with blueprints of machine for cracking the shells of a certain kind of shell fish. Meat of this fish is mostly

imported. Get that?

Here was a scheme to pack this stuff in good old U. S. A. and by this machine make it cheaper than the imported. Get that too? "Machine cracked shell fish," "no fragments of shell," "untouched by human hands" and all that.

Three or four hundred thousand of real cash to advertise. Did we get that? Listen. We investigated, and having the expensive luxury of honest and thorough investigators, we investigated expensively. Charged it to business getting. Meanwhile all nursed the baby. Sold the crowd on ourselves and got all set. Good campaign in sight if facts would warrant. Facts generally do, you know.

Honest investigator spilled the beans. Reported that saving on cracking American shell fish was nowhere near enough (their own figures, mind you) to compete with imported products; that we could not do what our clients proposed and build a market on low price.

Serious conferences among our men. Boss said: "Groucho, we can't recommend doing what these fellows want. But, they have three or four hundred thousand dollars for advertising. It's up to you to get them to spend it on something that will pay!"

What do you know about that? Boss is really virtuous, but wants me to finance his virtue. Did you ever try to shift a client from advertising what he makes to making something else to advertise?

No? Well don't. Do you no good.

Just got the ha, ha, even when I propounded a great idea on peanuts for them to make a fortune on.

"Do you mean to imply, Mr. Groucho, that we don't know what we are talking about?"

Banks, Banks and Banks got the account. Said the idea was competent and practical. "Have Faith in American Industry" is their slogan. You know their trade-mark picture symbolic of American Industry. Yes, that's it, a cross between Jupiter on Olympus and a sweaty foundry man with his shirt off.

They spent the full four hundred thou. Took two years to do

Our honest investigator was right. The company failed.

Our honorable treasurer told me each month of those two years how advantageously he could have used the profits on those billings. Some of my partners named me the "Enemy of Dividends." And there you are. Just figure it out for yourself—15 per cent of \$400,000 is \$60,000 gross.

"Every little \$60,000 gross is quite a help," said our gentlemanly

treasurer.

"I indorse your stand, Groucho," said the Boss, "but seems to me you might have persuaded them to put the money in something that would win." I'm always "all right, but" with the Boss.

There you are, settle it for yourself. Does it pay to be honest? GROUCHO.

H. Cole Estep Is Dead

H. Cole Estep, vice-president of The Penton Publishing Company, dropped dead at Cleveland on September 30 from a heart attack. He was fortyfrom a heart attack.



H. Cole Estep

three years of age and had been as-sociated with the Penton organization for twenty-one years.

He was graduated from the Un:versity of Minne-sota in 1908 and in that year joined the Penton company as assistant to R. T. Kent, engineering editor. For two years Mr. Estep represented company at in the Seattle and, in 1910, he was transferred to Chi-

cago where he was torial work until 1914. In the latte year he was transferred to Cleveland as

year ne was transferred to Cievetand as associate editor of The Foswalry and Iron Trade Review. From 1915 to 1919 he was editor of the Marine Review. His work took him to London in 1919 when he was appointed European manager of the Penton publications. He was abroad for five years, returning in 1924 again to take un executive duties. 1924 again to take up executive duties Cleveland.

ar Cieveland.

Mr. Estep was active in association
and engineering society work. He was
a director of the American Foundrymen's Association and was chairman men's Association and was chairman of its committee on international relations, a group which has initiated and fostered the exchange of technical papers between the American association and European technical societies.

Mr. Estep also was secretary of the Foundry Equipment Manufacturers Association and president of the Johnson Publishing Company.

Paul Block Buys Milwaukee "Sentinel"

The Milwaukee, Wis., Sentinel has been bought by Paul Block. This makes the sixth newspaper now owned by Mr. Block. The other five are the Pittsburgh Post-Gasette, Toledo, Ohio, Blade, Duluth, Minn., Herald, Brooklyn, N. Y., Standard Union and the Newark, N. J., Star-Eagle.

Atwater Kent Appointments

J. W. Hitchcock, E. E. Rhoads and F. E. Basler have been appointed as-sistant sales managers of the Atwater Kent Manufacturing Company, Phila-

delphia.

Mr. Hitchcock will be in charge of distributor relationships, Mr. Rhoads, in charge of territory managers, and Mr. Basler, in charge of the home sales office.

"Good Deed" Copy Wins Public Response

METROPOLITAN LIFE INSURANCE Co. NEW YORK, SEPT. 18, 1929.

Editor of PRINTERS' INK: It was a great satisfaction to me to read your editorial in the issue of September 12, commenting on our re-You have struck the keynote of our

You have struck the keynote of our campaign with a sure finger—the desire to help mankind—and it is most gratifying to have a publication so influential in its field thus study our effort and comment so favorably upon it. It may interest you to know that already over 3,000 requests for material to help illiterates have been received from readers who are willing to help

from readers who are willing to help someone, and replies are still coming. someone, and replies are still coming. When they will cease, we cannot say, as it was but a fortnight ago that there came a reply to our first magazine advertisement, published in August, 1922.

Once again thanking you for your

comment, which I am certain will do its share in spreading our message of help, I remain

ROBERT LYNN Cox, Vice-President.

Pierre Products Account to Marjorie Signer

Pierre Products, Inc., New York, has appointed Marjorie Signer, Inc., advertising agency of that city, to direct its advertising account. This account will be combined with that of the Pierre Salon, previously handled by the Marjorie of the Pierre Salon of the Pierre of the Pierre of the Pierre of the Pierre be COMPACTOR OF THE PROPERTY O

M. J. Gerstman with New York "American"

Max J. Gerstman, formerly manager of the lewelry and women's wear divi-sions of the Buffalo, N. Y., Times, has joined the local advertising staff of the New York American. He started newsof the paper work in 1909 as a member of the advertising staff of the Buffalo, N. Y., Express.

H. K. Stroud, Vice-President, McKesson & Robbins

H. K. Stroud, account executive of Hanff-Metzger, Inc., New York adver-tising agency, has been elected a vice-president of McKesson & Robbins, Inc., Bridgeport, Conn. He will continue Bridgeport, Conn. He with Hanff-Metzger, Inc.

Now "Hosiery Age"

Effective with its October issue The Hosiery Retailer is being issued as Hosiery Ags. Formerly published at Boston, this publication is now a member of the United Business Publishers' group and will bereafter be published at New York.

Net

of

yal id

Worcester, Massachusetts

Constant Buying Power Assured by Diversified Industry

Within Worcester county are located 1,470 individual manufacturing plants, employing approximately 100,000 workers; primarily, skilled tradesmen, whose annual output exceeds \$500,000,000. Products of the agricultural section represent a yearly value of \$12,500,000.

Definite proof of diversity of industry is disclosed in the fact that the leading form of industry produces only 5% of the total annual industrial output.

1.4% members of the average family are gainfully employed, which means that practically every other family is supported by two earners, and gives some idea of the increased individual family and aggregate buying power.

The Worcester Telegram and The Evening Gazette maintain regular every day home contact with 94.01% of the Class A families or those of highest earning power; 85.97% of the Class B families or those of medium earning power; 80.75% of the Class C families or those of lowest earning power. These figures apply to families within an 18-mile radius, who take a Worcester daily newspaper.

These facts on the Worcester market are from the unbiased, certified study by Emerson B. Knight, Inc.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

me products whiche



Packer's Shampoos



Crisco

Lehigh Cement



Parke-Davis Products



Stee

he Eq ust C

212

Packer's



Camas



Cello Radio Tubes



Cel-O-Gla





Worcester, Massachurella

Advertising NEWSPAPER STREET

MAGAZINE . OUTDOOR . BAR

help to advertise

FISCO

920



Steeltex





Gargoyle Mobiloil



Chipso





Towle Sterling







Gargoyle Lubricating









The White



Investment



42nd STREET, New York

Not a Medium For the Modest

THE growing army of investors who depend upon the New York Daily Investment News for guidance, read it every day from cover to cover.

Because of its conveniently-sized pages no advertisement is buried. It asserts itself. It compels the attention of the reader.

If you have an important message for a large group of men and women who have money to spend, this is the place to tell it. You cannot afford to overlook this authoritative, humanly written financial newspaper.

NEW YORK DAILY

INVESTMENT NEWS

67 Wall Street, New York

Trade-Mark Registration No License to Compete Unfairly

TO the layman's eye and ear there is a certain magic in the hrase "Trade-Mark Registered J. S. Patent Office." The words U. S. Patent Office." seem almost to be as potent as the "Open Sesame" of fairy tale fame. Indeed, certain individuals who tread on the shady side of business appear convinced that trade-mark registration at Washington gives them license to do things which the law quite specifically says, "Thou shalt not."

Of course, there is no basis of fact in such reasoning. That well-known phrase, "Trade-Mark Registered U. S. Patent Office," means little more than that the owner of the mark has convinced the Patent Office officials that he started using his mark on a certain date and that the mark does not conflict with the trade-mark regulations. Even this significance of Federal trade-mark registration may not be entirely relied upon because later on the Patent Office may decide that the owner of the mark was not en-In brief titled to registration. then, the certificate of trade-mark registration is merely a scrap of paper whose importance is a quantity that only court action-and perhaps a series of court actionscan determine.

It follows, then, that to believe that trade-mark registration surrounds the possessor with a cloak under which he may commit ne-farious commercial acts is plain stupidity. If evidence is needed to prove the point, it is necessary to go no farther than a decision re-cently handed down by the Circuit Court of Appeals for the Seventh

Circuit.

Involved in the case were the Federal Trade Commission v. Abott E. Kay. The Commission. it appears from the record, had ordered Kay to cease and desist from certain practices which the Commission was convinced constituted unfair methods of competi-Principal among these practices was that of selling and advertising as radium a compound which the Commission insisted was

not radium.

To this charge respondent Kay made reply declaring, among other facts, that his trade-mark, consisting of the words "Kay-Radium," had been registered by the United States Patent Office. In bringing up this point he implied that this registration was prima facie evidence that everything was sweet and charming with his business.

But the court decided very much to the contrary. In discussing this point, the court's decision declares that, ignoring the validity of the registration because the mark is a descriptive term, "it is clear that registration of a trade-mark in the Patent Office is no protection against proceedings under . . . the Federal Trade Commission Act, where such trade-mark is in fact used falsely and as a part of an unfair method of competition.

"Assuming that respondent has registered his trade-mark as above indicated, the test of his methods of competition is not whether a trade-mark may have been registered, but whether his methods fall within the condemnation of the Federal Trade Commission Act, which declares 'unfair methods of competition in commerce are declared unlawful."

In conclusion, the court directed that the Commission's order against Kay, with certain modifications, be

complied with.

A. Stein & Company Open New Office

A. Stein & Company, Chicago and New York, manufacturers of Paris garters and suspenders and Hickory products, have established a sales and service contact department for mail-order houses and chain stores at New York. Leo H. Emsheimer, formerly sales manager of the Chicago district, will be in charge of the new office. Mr. Emsheimer has been associated with A. Stein & Company for the last twenty years. years.

J. J. Milligan with Mackinnon-Fly Publications

John J. Milligan, formerly with the New York sales staff of True Story Magazine and, prior to that, with the Detroit Free Press, has joined the Mac-kinnon-Fly Publications, Inc., New York. He was, at one time, advertising man-ager of the Miami Post.

What Advertising Can Do for the Paving Contractor

New Mexico Construction Company Carries on Consistent Newspaper Campaign for Public Improvements

By A. R. Hebenstreit

President, New Mexico Construction Company

IT is just as logical for a contractor to advertise to get people to spend money for sound improvements as it is for banks to persuade them to save their money. Thrifty citizens are good for banks and progressive citizens are good for contractors.

When we first began to use

newspaper space it was with an idea of helping to support the papers, the same idea that made advertisers out of many of our merchants and manufacturers in earlier days. During the first year or two, so much evidence of reader interest accumulated that we laid out definite selling plans to make property owners conscious of the advantages of street paving.

We have kept this up consistently, and are convinced that our advertising has been, to some extent, influential in making. Albuquerque one of the best paved cities of its

size (35,000) in the country. Having our streets, alleys and side-walks paved several years in advance of present requirements is quite as truly a factor of growth as the new city water works that guarantees the community an ample supply of water for a number of years to come.

Only small space has been used—from ten to thirty inches a week in the two local newspapers—but since we woke up to the possibili-

ties of advertising we have always tried to make our messages energetic. The copy was developed along four distinct lines:

Paving promotes the growth of a city and raises property values.
 Paving protects health by checking the blowing about of

germ-laden dust.

3. Paving denotes progress and builds community pride.
4. Paving reduces

4. Paving reduces the cost of driving an automobile.

These themes have been played upon over and over again in as many variations as we could conceive. We have shown that paving, which establishes the street grade, encourages the cultivation of lawns and trees and flowers to beautify the city and makes homes more comfortable. We have shown that paving costs the owner of a fifty-foot lot on a thirty-two-foot street only 11 cents a day for the life

of the bonds—less than the price of a package of cigarettes. We have reiterated the thought that homes are more desirable on paved streets; that, therefore, rents and selling prices are better.

Anyone who has undertaken to affect the public consciousness, even slightly, knows that it's a big task, and that results are more or less intangible. We have heard our own advertising thoughts repeated in street conversations and in public

Shade---Moisture ---Coolness Come With the Paving

A white-hot streat, supered, dusty, glaring; small controlled trees, became baking in the ren. A bound black streat, pared, boreferred by green trees, and homes ruting in the shads; nant laws cooled by sprinklers, bright flowers.

Parks, brings of parameter street lared on the tasis can be plinted. Parking brings over prid in consorbin, new larens, decide, thousan, provincy, his a live years the lare count described on human the noting—efter the proving to half

The Path of Progress Is Posted.

New Mexico Construction Co.

How One Paving Contractor Is Using Newspaper Advertising he

per

ways ener-

oped owth lues.

t of

otes

ailds e.

uces

ving

nes

yed

over

any

we We

that

es-

reet

ges of

and

ify

kes

m-

ave

ing of on

oot nts ife ess gahe lerere to en sk.

155 ur

ed





A good shine covers a multitude of shoe site. * * Old or new, keep your shoes nest and trim with frequent If you propose to put your best foot forward-see that it is well counts a lot with men who make quick decisions?

AND SHIPE WITH

THE HOME SHOE POLISHEE

RISE AND SHINE

Another of more than forty national accounts of which we are extremely proud. Others well-known are U. S. Rubber, Wrigley's, Smith Bros. Cough Drops, Winchester, Liquid Veneer, etc.

The Open Road for Boys Magazine is the fastest growing of all boys' magazines—growing on aheer reader-interest. It should be included on every list of boys' magazines—several leading accounts use it exclusively. Net paid 130,000 A.B.C.



meetings. We have seen improvement petitions completed without a hitch. Many people have written letters to us discussing phases of the advertising. One correspondent suggested that if we believed what we were saying in the papers perhaps we'd be willing to buy his lots on a paved street for what they cost him. We wired back: "Sold."

Even were there no such indications that people were reading our advertisements we would still consider it a privilege to be able to place our constructive ideas before the public. Because human nature is what it is, we would know that continuous pounding away could not help but take effect. People don't like to be told things, but if the telling is done with courtesy and persistence their natural resentment wears away. Most peo-ple are fair minded. When the newness is off of an idea, and it proves to be genuine, people unconsciously take it in and cherish it as their own. And when it comes to fundamentals, there is no argument about the benefits of street paving.

Our experience has proved, at least to our own satisfaction, that contractors have a definite advertising function. The entire construction industry exists by reason of progress, and through advertising it has the opportunity of smoothing the way for those who initiate improvements. There is a great deal of room for better understanding on the part of the public of methods, materials and purposes of construction. In a country as wealthy as ours there is capital enough to do a great deal more development than is actually done.

Construction men, contractors in general, have been carried up on a wave of necessary improvements, the last phase of pioneering a new country. They should be visualizing the greater accomplishments that are possible, and finding a way, through advertising, of making others see them.

Advertising by the men who carry out the actual work of construction would tend to emphasize the better methods that return the most for invested capital. A country that spends as much money as ours for the development of its resources ought to know more about getting dollar-for-dollar value.

Our own advertising has been, for the most part, individual, but we are not at all opposed to the idea of group advertising. On occasions we have joined with others to help promote interest in public improvements. I think there is a big opportunity for permanent co-operative efforts of this kind.

The objection of contractors that in any case they secure contracts only on a competitive bidding basis, is selfish and unsound. Fifty men can catch more fish per man off a boat in the ocean where the fish are large and plentiful than one lone fisherman on a stream where they're not biting so well.

Fruit Industry Equipment Companies Merge

The Food Machinery Corporation is the name under which the merger of six manufacturers of equipment used by the fruit industry will operate. The merging firms are: Anderson-Barngrover Manufacturing Company, San Jose and Hayward, Calif., canning machinery; John Bean Manufacturing Company, San Jose and Lansing, Mich., sprayers and fruit washers; Sprague-Sells Corporation, Hoopestitch, Ill., and Buffalo, N. Y., canning machinery; Stebler-Parker Company, Riverside, Calif., citrus packing house equipment; Culter Manufacturing Company, Portland, Oreg., fruit packing house equipment, and the Florida Citrus Machinery Company, Dunedin, Fla., citrus packing equipment.

Kleenout Account to John S. Samelson Agency

The Walrod Chemical Company, Hartford, Conn., manufacturer of Kleenout, an automobile radiator cleaning compound, has appointed John S. Samelson and Associates, advertising agency of that city, to direct its advertising account. Newspapers will be used.

E. L. Hadley with Grigsby-Grunow

Earl L Hadley, formerly advertising manager of the Cable Company, Chicago piano manufacturer, has joined the sales promotion department of the Grunow Company, Chicago, manufacturer of Majestic radios. 1920

n the couney as f its more ollar been, but the with st in here rmathis tors conding

ifty man

the han

eam 11.

t

six

The

over

and

ery;

my, or-alo,

ler-

tler

nd. ent,

ing

rtut,

ion of ac-

go es y-

six

PUT THE BANKER IN YOUR PICTURE



The October

Issue

This issue is the finest we have ever published, and we will gladly send a copy to anyone interested so they may see for themselves the outstanding advertisers who already realize the importance of the Banker and seek his interest and influence through the Journal's pages.

Alden B. Baxter, 110 East 42nd St., New York, N. Y. Charles H. Ravell, 332 South La Salle St., Chicago, Ill.

Cupit & Birch, Kohl Building, San Francisco, Cal. 846 South Broadway, Los Angeles, Cal. Some of the companies in which the American Bankers Association Journal subscribers exercise a decisive influence:

Wells-Dickey Co. Union Public Service Co. Larabee Flour Mills Co. Big Diamond Mills Co. Minneapolis Milling Co. Ottertail Electric Co. Flour City Ornamental Iron Co. Twin City Fire Insurance Co. George A. Hormel Co.

THE members of the American Bankers Association regard their magazine - the American Bankers Association Journal-as the foremost publication in the banking field. They read its editorial content and its advertising with keen interest. They are men you should talk to, for Banker Influence can be exceedingly helpful to you.

AMERICAN BANKERS

Association

JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

A SELECTED CIRCULATIONAN THE MANAGEROF

86,000 of the 2½ million business units in the United States are rated at \$75,000 or more . . . only 3.8% . . . but they do 86% of the business.

70,000 read SYSTEM
... managerial executives ... a selected circulation ... for SYSTEM'S subscription efforts are aimed at the 3.8% of business units that so definitely dominate the field.

System combines the attributes of a business and a general publication.

Being a general publication, it has a broad reach of subscribers, representing business of all types—industries, services, professions.

Being a business publication, it serves the vital money-making interests of its readers. They buy it as a necessary tool of their

A McGRAW-HILL PUBLICATION, TENTH

IONAMONG

1020

mil-

ates

only less.

EM

ted

ess

eld.

es

as i-

S.

it

ts

ir

HTP

EROF BUSINESS ...

businesses or professions and are therefore more inclined to study it from cover to cover . . . text, advertisements, and all . . . than if they were reading merely for amusement or entertainment.

Being a magazine of management, it is read by managerial executives . . . those who must provide the ways and means for business achievement . . . men who are continually adopting new devices and improved methods in their battle against Time, Expense, and Error.



SYSTEM

MODERN BUSINESS
MANAGEMENT

AVENUE AT 36TH STREET, NEW YORK

The ONLY Weekly Dairy Paper Published in the East

As the only weekly dairy paper published East of the Mississippi River, Dairymen's League News occupies a strategic position. While primarily intended for the members of the Dairymen's League Co-operative Assn., Inc., thousands of independent dairymen subscribe for it because they feel the need of a good Eastern dairy paper.

of a good Eastern dairy paper.

All subscribers, including Association members, pay the full subscription price, without premiums or other special inducements.

The Dairymen's League News is a complete farm paper with departments for women and children as well as for the men. It is the logical medium for advertising any product used on the dairy farm or in the home.

Give it a place on your fall schedule.

Sample Copy and Rate Card on Request

THIS
MAP
SHOWS
"THE
NEW YORK
CITY
MILK SHED"

DAIR MEN'S

II West 42nd Street, New York. W.A. Schreyer, Bus. Mgr. Phone Pennsylvania 4760

> 10 S.LaSalle Street, Chicago John D. Ross, Phone State

After the Merger Is Over

Many a Man Who Has Sold Out in a Hurry Is Repenting at Leisure

By Roy Dickinson

THERE is a long office and at one end of it a man is sitting at a big desk. There is a telephone on it and a desk set. There are books in the bookcases and a secretary sits in one corner waiting. There is so little for her to do that she is thinking about the new job she must be looking for.

There is a man sitting in an office like that in Chicago and one in Terre Haute and one in Newark and there are many others here and there and they are not happy. They merged. They sold their businesses and then didn't like the next step so well. Accustomed to running the businesses they built up, or which someone left to them, they don't like to have an unimportant job, an office, and a good salary with little to do, with no decisions to make. Someone else, in a far-off office building, now decides policy and makes plans for the future.

One man who told me some of the things I am going to write refused to have his name connected with them, and I can't blame him. In a way, he strikes at some of the sacred cows of American tradition. And yet, all that he thought he was telling me was that he wished. intensely, six months after he sold out, that he had kept on as an independent manufacturer. He was unhappy, this man. He made no about admitting it. wished, that day I talked to him while we were cooking and eating a steak by an open fire, that he was on a short vacation, soon to go back to his job of watching the mail, watching the orders, and running the business he had built up.

It was on the trip to Europe which he had promised himself for so many years that he first became suspicious about the wisdom of his selling out to the bankers. He met a man on the boat who, in a previous era of merging, had sold out and had regretted it ever since. He

was a cynic, this other man. He had bought a yacht early in his career as a retired millionaire, and then couldn't find people who would sail with him. That, my informant told me, was one of the things he had always wanted to do too but the sad tale the other man told him had cured him of that life-long ambition.

Like so many other men who had given the best years of their lives and their hardest creative work to building up a business, neither the experienced retired man, nor the younger man who was joining the list of the retired, had developed any hobby or side interest which kept his mind occupied. They sat in the smoking-room and up on the top deck and tried to talk business and business conditions. The older man had been chasing himself around the world for many years and he predicted to the newcomer in the ranks that that was exactly what would happen to him. things and more were told to me by the man who was supposed to have put over one of the shrewdest deals in a sell-out that had been

hectic merger age. He told me that when the bankers first came to him and wanted him to sell, he informed them he wasn't interested. When they suggested to him that every man had in his mind some price at which he would sell, mainly to get rid of their importunities he named a sum which was ridiculously high. The man who had made the offer, and who represented a powerful group somewhere south of Fulton Street, New York, left the office with the polite suggestion that his price was ridiculously high, and that he was crazy to name any such figure. However. they parted friends and the manufacturer went back to work.

accomplished so far in our present

He was not merely surprised, he was almost knocked senseless when a wire arrived a few weeks later that his offer to sell had been ac-

MU

TH

TH

WE

TE

TH

BR

ED

PU

KQ

TH

RC

DH

NO

TH

cepted. The rest of the negotiations went off so speedily that even at this late date he is somewhat hazy about the details. He knows, however, that he secured in cash all that he thought the business was worth and an equal sum in stock in the new holding company. All that the outside world knows is that he received for his business an amount which represented more times annual earnings than most men had ever received. The outsider thinks he is a very lucky man. As for me, I never thought that I would be sorry for a multi-millionaire, but before he got through that evening, telling me how unhappy he really is, I felt like saying, "Throw him out. He is breaking my heart."

His present state of mind results from the fact that, in addition to the large offer, part in stock and part in cash, he was also offered a job. It was a fine job on paper with plenty of money. But he couldn't stand it for more than five months. It wasn't the same old place. He felt that there was politics all around him, that he was sort of a hold-over from a previous period in the history of the business. He simply couldn't stand it. And he thinks that a great many men who are now in process of being merged, or who are considering big offers, had better considering big offers, had better consider more deeply the fundamentals of what they are doing and not keep their eyes so closely fixed on the net amount of money they are going to receive.

He thinks that all such men and business men generally would get a clearer idea of what it is all about if they would think of money in different terms. He used the following simile himself, and I am going to steal it from him.

Let us consider a boy of ten who has been given for a birthday present a little electrical railway and also 100 lollypops in a pasteboard box. The lollypops look awfully good to him. They promise many delightful days of sweet enjoyment some time in the future. The electric train also interests him exceedingly. He has a whole lot of fun running it.

He is enjoying both his lollypops

and his electric train, when along comes a bigger boy from next door with a proposition. He offers to give 750 big red 5-cent lollypops in exchange for the electric train. The smaller boy knows very well that the electric train is worth about \$25. Figuring quickly, he knows that the electric train is worth only about 500 lollypops.

But he likes his electric train. He is having a lot of fun with it. He tells the older boy this. The older boy admits that he may be having fun with it but tells him that lollypops are mighty good eating and invites him to try one. They eat a lollypop together and the big boy raises his offer to 1,000 lollypops. That is a lot more lollypops than the electric train is worth. The little boy has always been told he must be shrewd. So the smaller boy adds to his 100 lollypops, which is more than he could ever conveniently use, 1,000 more lollypops for which he buys a bigger box, and then he gives the bigger boy his electric train in exchange. Then he spends the rest of the year looking at his 1,000 lollypops, eating one once in a while and crying over the fact that he can no longer run and operate his little electric railroad with its tracks and its lights and its nice, smooth-running engine.

There is not much difference in many a merger of today, so far as the happiness of the owner of the business is concerned, and the little boy and his lollypops. My informant insists that it is a perfectly fair simile and that if we will only think in terms of something tangible like lollypops, instead of something which is really intangible, like dollar signs, we will all be much saner at the end of this present fast-moving merger period.

My poor unhappy millionaire also suggests that if I will look around at some of the men who sold out their businesses years ago and see what has happened to the children who got the money when they died, I will be able to pass on many more words of wisdom to men who are thinking now of selling out for big cash. He went into some detail about one family whose fortune was founded by a man we

29 ng

to ps

ell

th

18

n.

ne be

m t-

e. Id

00

is

S

0 e 0

5

n

e

-and common sense.

The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.

MULHENS & KROPFF, INC., No. 4711 Glycerine Seap and other Telles Products
1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 THE YALE & TOWNE MANUFACTURING COMPANY, "ALE Lects and Hardware.
1914 '15 '16 '17 '18 '19 '20 '21 '22 '28 '24 '25 '26 '27 '28 '29 THOS. A. EDISON, INC., The Ediphens 1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 PARAMOUNT FAMOUS LASKY CORPORATION, Parameens Pictures
1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 WHITING PAPER COMPANY, Writing Papers 1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 TERMINAL BARBER SHOPS, "Where the Promise is Performed"
1919 '20 '21 -- - '28 '29 THE TEXAS COMPANY, Texaco Petroleum Products 1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 S. W. FARBER, INC., Adjusto-Lite; Farberware 1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 BRILLO MANUFACTURING COMPANY, INC., Brillo 1921 '22 '23 '24 '25 '26 '27 '28 '29 EDISON STORAGE BATTERY COMPANY, Storage Batteries 1925 '26 '27 '28 '29 PUBLIX THEATRES, INC., America's largest chain of motion picture theatres 1926 '27 '28 '29 KOLSTER RADIO CORPORATION, Keliter Radio 1927 '28 '29 1927 '28 '29 G. CERIBELLI & COMPANY, Brisschit THE GEORGE W. LUFT COMPANY, INC., Tanges Ligstick and other beauty aids 1927 '28 '29 McKESSON & ROBBINS, INC., Pharmaceutical and Tollet Preparations 1928 '29 ROYAL TYPEWRITER COMPANY, INC., Typowriters 1928 '29 DE FOREST RADIO COMPANY, De Forest Audions 1928 '29 NORTON DOOR CLOSER CO., Deer Clasers 1928 '29 1. OLLENDORFF CO., INC., Ollenderf Watcher 1928 '29 1929 A. & M. KARAGHEUSIAN, INC., Rugs and Carpets THE BRANDES CORPORATION, Brandes Radio 1929

Hanff-Metzger

Incorporated

Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

both knew. He pointed out that one son is in a sanitarium for drug addicts, that the oldest son is noted for having a chronic resolution never to go home until morning, that one daughter has married two different foreign noblemen, each of whom was equally worthless, and that the only one of the whole family who had made good was a stepson who had received only a small amount under the will and so had gone to work. "Why do a lot of men who now have more money than will be good for their children try to get five times that amount to spoil them still more by selling a perfectly good business which is interesting and amusing, to a bunch of bankers?" he asked, with no adequate answer forthcoming from me.

Since setting down these random thoughts passed on to me by a newly made millionaire, I have heard of several other men who have sold out in the last year or so and who have not been so happy since. One of them said to a friend of mine: "I keep thinking about the men in my old plant. There is no-body to come to me any more with his troubles and ambitions. They are not doing so well under the new combination as they did with me. The new bunch cut out the profit-sharing plan I built up."

Another man told another friend of mine that he had sold out merely because he had been afraid of the future. He had become panic-stricken because of mass buying, the rise in chain stores and a fear as to where it was all going to end. He told this friend that he believes the fear motive and uneasiness about the future is the cause of as many sell-outs as a desire to get even richer quickly.

Another man who, less than a year ago, sold the business founded by his grandfather to a powerful group of companies in his field, will, it is rumored, start within the next few weeks to manufacture a somewhat similar commodity. Somebody, he thinks, has to build up the new companies to be merged by the giant captains of promotion to whom the big business of the country seems to have been turned over lately.

There are only three meals a day that a man can eat with comfort. There is only room in the closet for a definite number of suits of clothes and shoes. Anything more than three automobiles becomes a burden. A \$300,000 house is, after all, only a roof over one's head and a pretty troublesome one to run at that, according to the best authorities. No matter how much money a man may make by selling out the business he has built up or inherited, there are always Rockefellers, Bakers and Fords who have a tremendous start on him. It is hardly possible that he can get to a number one position in any race for more money or more red lollypops. It is, however, perfectly true that a man who is not hungry and who has a roof over his head and who has the ordinary comforts of life can get to be the best judge of white leghorns, the greatest living authority on ants, of curious hieroglyphics, the customs of the early mound dwellers, the "Westminster Standards," Urodela (look that one up) or any one of a number of other interesting or curious subjects.

Perhaps telegrams of condolence instead of congratulation are in order when the news of some of these big mergers are made public. Perhaps, also, more men who are considering the present popular sell-out ought to get off somewhere away from the noise and crowd and think the matter over carefully by themselves, away from the presence of high-pressure salesmen, before they sign on the dotted line or name any sort of a price.

It still takes more than a heap of gold for a man to raise himself above the crowd. It will always take more than shining shekels to make a man happy and contented.

Technical Publicity Association to Meet

The Technical Publicity Association, Inc., will hold its first meeting of this season at its new meeting place in the Grand Central Palace, New York, on October 9.

Orabe Central raise, vew acis, on October 9.
S. A. Harned, head of the trade and industrial division of Batten, Barton, Durstine & Osborn, Inc., will give an illustrated talk on methods of layout and illustration in industrial advertising.



RADIO a la P

NOW—the Advertiser chooses his own Stations—evolves his own Radio "Chain"—and his own

Broadway-Stars Programs Cost Only Station Time!

The Advertiser controls his Radio Advertising, under the PIONEER plan. He selects his talent from among Broadway stars and ensembles heretofore unavailable, except under most stringent limitations. He hears the transcription of the Master Record of the final, perfect "rehearsal" of his program, and O.K.'s it. Then, special 16-inch displicates of the Master Record are released at exactly the psychological hour at each individual Station on scheduled days.

PIONEER Radio Advertising through broadcasting electrical transcription of special discs, is long past experimentation. There's no difference in radio reception between PIONEER discs and human performance. PIONEER Programs are actually on the air NOW. We will gladly submit proof and arrange for demonstration.

Obtaining the benefits of hand-picked and unrestricted "chain" broadcasting at the cost of only Station Time, is the PIONEER Plan in a nutshell. The talent is paid for but once. Talk it over with Ted Nelson. Wire or phone him NOW.



T. M. NELSON, President

PIONEER BROADCAST SERVICE Incorporated

New York City

Phone: Columbus 1981

COVERAGE?

Not long ago, one of our clients advertising in Europe wanted to tell his dealers what distribution his advertising had in a particular territory.

In America, of course, you could work this up in a day or so, from Audit Bureau of Circulation statements.

But in Europe, circulations are frequently a deep, dark secret.

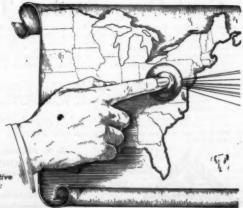
It is hard enough to find out how many copies of a publication are actually sold. There is seldom accurate information as to where these copies go. Some publishers even seem to feel that the advertiser who asks for such simple facts is intruding on their privacy.

Accordingly, we undertook to find out for ourselves. One of our continental offices accumulated the coupons from several advertising campaigns conducted by our clients. The campaigns were chosen for variety, covering men's and

ERWIN, WASEY

Offices: CHICAGO NEW YORK SAN FRANCISCO LOS ANGELES SEATTLE LONDON BERLIN PARIS STOCKHOLM BRUSSELS ROTTERDAM HELSINGFORS MILAN COPENHAGEN ZURICH BARCELONA

American representative of European offices: Graybar Building New York City



It's a secret.

women's products, medium and low priced articles.

With this material to work from, the approximate distribution of the more important media was ascertained, so far as we know, for the first time in history.

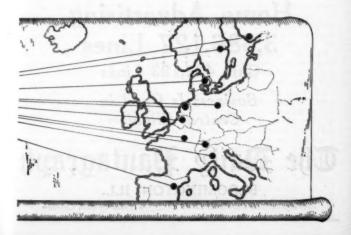
Such a plan could only be conceived by an agency which knew American methods. It could only be carried out by an organization having on-the-ground service in the country where the task was undertaken. It could only be successful

where the agency enjoyed the thorough confidence of its clients, and had clients of such prominence that a true cross section could be secured.

Eleven offices in eleven countries, directed by American-trained executives and manned largely by native personnel, also trained in American ways of thinking, enable this organization to render such service.

The development of this unique organization has taken eleven busy years.

and COMPANY, Etd.



Progress Its Own Reward 510,230 LINE GAIN

First 8 Months 1929

National Advertising 1,092,280 Lines Gain 88,037 Lines

Home Advertising 3,686,127 Lines Gain 422,193 Lines

> Business Is Good in Central Illinois

The Daily Pantagraph

BLOOMINGTON, ILL.

Representatives: CHAS. H. EDDY CO., New York, Boston, Chicago

How the Anti-Trust Laws Affect Chain Stores

The Mere Fact That a Business, Such as a Chain System, Is Great Does Not Bring It within the Scope of the Anti-Trust Laws

By William J. Donovan

Former Assistant to the Attorney General of the United States

THE chain store has been the object of hostile and discriminatory legislation in several States. It is the subject of economic surveys by governmental and private agencies. It has been denounced as monopolistic, and it has been urged that there be an investigation of its competitive practices. It is resented because it does dislodge fundamentally existing channels of distribution, and because it is regarded as a danger to the man who has headed a small enterprise and who has been looked upon as a distinctly American institution.

With all these disturbing cries it is well that the chain store should take stock of what it is doing, clarify its obligations to the public, and be sure that it has assimilated its methods to the economic policies of the Federal Government.

While the anti-trust laws were conceived and formulated at a time when the chain store was only in its infancy, those laws in their interpretation and administration are flexible and elastic enough to bring the chain store into conformity with the fundamental economic policy of our Government.

In many places, dissatisfaction is expressed at our so-called antitrust laws. These laws by some are regarded as too restrictive upon industry, an unjust limitation upon the function of commerce and a shackle upon business development. Is this a fair characterization of our Federal laws dealing with restraint of trade? Or do these laws, in the long run, lay down a policy which stimulates the healthy and untrammeled growth of industry and permits the fullest opportunity for the play of individual enterprise?

Taken from an address delivered before the National Chain Store Association at Chicago on Sept. 24. It is important for business men to consider these questions. It is not possible for business men to run their plants upon hazard or guess or crystal gazing. It is necessary for them not only to comprehend the theory of the particular statute which affects their business, but as well the economic philosophy which underlies the enactment of the statute.

There are a number of Federal statutes affecting the regulation of business. There is one, however, that directly expresses the policy of our Government. That statute is known as the Sherman Act, enacted in 1890.

Its main purpose is the maintenance of the competitive system of industry. Although not expressly stated in the act, it is clear from the debates in Congress that the evils aimed at were the oppression of customers through arbitrary price manipulation and the coercion of producers in the choice and conduct of a business.

Consolidations and mergers must conform to the Sherman law. It is conceivable that a chain store could monopolize the retail business of a particular section of the United States. Fifteen years ago, this would not have seemed possible. Today, consolidation of a few great chains would raise this serious question. The courts have pointed out that the mere size of a combination does not violate the law, but rather it is the use to which the power coming from that size is put. If, as a result of size and the power flowing therefrom, a chain store would cut prices or sell at a loss in a particular community for the purpose of eliminating local competition, or if prices are raised or wages lowered or rebates granted or prices conceded, or stores built next to stores

of competitors to harass or drive them out of business, then power so exerted would violate the law.

Nor can you be excused if these practices are indulged in by local managers without your consent, for the ultimate responsibility of such conduct rests upon the organization itself and its executives. however innocent they may be and however far removed from the The Sherman Act prohibits scene. competitors from agreeing to divide the territory in which they do business. This is not a prohibition against the use of honest business judgment in the selection of the communities in which you will do business. It is, however, a prohibition against an agreement to allocate territory or customers so that you may have a monopoly in a community or section of the country assigned by agreement or understanding to you.

Basically we find Governmental supervision of business is imposed when competition is found to be inadequate as a regulating factor. From earliest times we find this principle running like a thread throughout changing social and in-

dustrial conditions.

The policy of the American law is the preservation of competition as a check upon business, but when a business is inevitably monopolistic in tendency then the Government must accept public interest against its aggrandizement.

A business is not affected with a public interest merely because it is large, but because the public is warranted in having a feeling of concern in respect to its mainte-

nance

The chain store has reached its present growth at a time when the American business man was realizing to the fullest extent the profits which might be derived in fair and honest business practice. The chain store has so far succeeded in following this policy. It has made its profits ultimately by giving to the consuming public a good product at a reasonable price. This has been made possible by the most rigorous and efficient management. There is nothing in our anti-trust laws which puts a penalty upon efficiency and intelligence in business. Nor is there anything in our anti-trust laws which gives to the inefficient the right to exist.

If you follow the policies which you profess to have, serve the American consumer with a better product than he can get any place else, and if you sell this product at a reasonable price, and if your merchandising is of a higher quality than that of your competitors, and if you are fair and honest in your dealings with your competitors, if you do not abuse your power of bargaining to intimidate and make suffer the producer and the manufacturer, then the fear of restrictive or repressive legislation is not great. So long as public opinion feels that there is a square deal it is not impelled to strike. Only when aroused by unfair and unjust methods, which are usually the result of stupidity, does it bring down its hand.

In theory, the mere fact that a business, such as the chain-store business, is of great size does not bring it within the realm of businesses affected with a public interest. So long as the Sherman Act is outstanding it will probably be presumed that the forces of competition will properly regulate such a business. But if the Sherman Act is found to be inadequate or if it is repealed, it may be that the chain-store business, by reason of its very size and control would be in danger of becoming classified in that zone which must be regulated

in the public interest.

It is important to keep in mind that the real object of government is not to interfere with business but to equalize conditions and to insure that industry shall play the game according to the accepted rules of social justice. We have persisted in our effort to adhere to the principle of competition, because we believe that it tends to secure what the public requires, that is, the goods shall be sold as cheaply as they can be, consistent with a fair wage for the labor used in making them, fair salaries for the managers of the business, and a fair rate of interest for the capital that is employed. By this method we believe that the essentials of economic freedom are preserved.

IN THE FIRST EIGHT MONTHS OF 1929 Hardware Age Published 58.7%

of the total advertising space carried in the first three national hardware papers



Furthermore

HARDWARE AGE published more than 2½ times the advertising space in the second paper.

And more than three times the space in the third publication.

Experienced advertisers concentrate in the publication of greatest efficiency.



HARDWARE AGE

with which is combined

The Hardware Dealers Magazine 239 W. 39th St. - New York City

How the 1929 Industrial Advertising Dollar Is Being Spent

National Industrial Advertisers Association Gets Report on Survey of Budgets of 177 Representative Industrial Companies

[EDITORIAL NOTE: The text, chart and tables which follow are taken from "The Technical Publicity Budget," a paper submitted to the convention, this week at Cincinnati, of the National Industrial Advertisers Association. The paper covers of the National Industrial Advertisers Association. The paper covers a survey of 177 replies received in response to a questionnaire sent to industrial advertisers. A similar survey, conducted by the association last year, was reported in PRINTERS' INER, of June 14, 1928.

That the number of concerns participating in these surveys has

That the number of concerns participating in these surveys has grown from 46 in 1928 to 177 in 1929 (with forty replies received too late to be included in the later tabulation) is evidence itself of the interest which industrial advertisers have in directing their advertising activities on the budget plan.

Averages of the 177 questionnaires covered by the 1929 survey show that the ratio of advertising expense to sales for 1928 was 2.24 per cent, while the ratio for 1929 is 2.32 per cent.

The paper was prepared by G. W. Morrison, publicity manager, Inger-

Morrison, publicity manager, Inger-soll-Rand Company, and J. N. Mc-Donald, advertising manager, An-aconda Copper Mining Company.]

A S publicity departments grow in size and strength, it is necessary to pay more and more attention to administrative matters. To be successful, any department must naturally be laid out on fundamentally sound lines. The selection and training of the personnel, and the proper proportioning and spending of the budget, are two matters requiring the closest attention.

There has been a decided tendency, during recent years, toward the use of more and more technically trained men in industrial publicity departments. Many departments are now largely made up of comparatively young men who have graduated from either technical or academic schools. Several of the engineering colleges are devoting much time to English and literature courses, and are recommending to some of their seniors, who have particular ability in expressing themselves, that they go into publicity work.

The publicity budget is, in most

companies, a process of evolution, advertising having grown and developed along with the company itself. Until recent years few concerns had any definite written plans at the beginning of the year showing what they proposed to do in publicity during the ensuing twelve months. As a result, definite campaigns and schedules were seldom laid out, and the advertising done was the result of whatever seemed to be the most important at the moment. Very often the costs were high and the results very unsatisfactory.

With the records of previous years before him, a publicity manager can usually work out a fairly definite schedule of the publicity that will be required during the year for each product. This can easily be translated into approximate costs. A complete, detailed budget can then be submitted after which it is easy to get together with the company officials and come to a definite decision.

The year's work can then be planned and the various activities tied in together so as to secure the best possible results with the least expenditure of time and money. A co-ordinated budget of this kind, properly administered, will reduce the cost of a given amount of publicity by about 20 per cent or will give that much more publicity for the original amount of money.

We sincerely recommend that all industrial companies start the budget system, provided they are not already using it. This will pay even the company that does but a very small amount of advertising. We believe that the program should be carried out as planned with but little, if any, change during the year because of fluctuation in business.

The classes of advertising that are suitable for industrial concerns, particularly those dealing with what we term the mechanical, elecof

15 -

n

e

e

-

yye

d

r

HERE is a buying group that consists of more than 164,000 families Sunday, and more than 100,000 families daily who look to the Seattle Post-Intelligencer as a buying guide to the products that they use daily.

HIS is the largest buying group any newspaper in the state of Washington can offer an advertiser.

SEATTLE **POST-INTELLIGENCER**

Washington's Greatest Newspaper

W. W. CHEW 385 Madison Ave. New York City J. D. GALBRATTH F. W. MacMILLAN 612 Hearst Building Chicago

325 Hearst Building San Francisco

A. B. BARTLETT 8-129 General Motors Bldg. Chicago

One of the 28 Hearst Newspapers Read by More Than 20,000,000 People

The fo

Louis

Only the Unsophisticated Judge People by Their Clothes



T frequently happens that the lady who wears the most splend jewels at night is not the most smartly dressed in the day time—at it is equally true that our most fashionably dressed men are not the business leaders of the country.

Like these people The Magazine of Wall Street wears a servicest exterior, and also like these people our merit lies in our character

Too, our work contains that same depth and breadth of view, plus is vital element of timeliness—so important in this age of rapid change

To meet the requirements of speed in modern affairs, our organition (which comprises about 200 people) is so highly geared that can, if necessary, handle the important new developments and consinuour publication in a period of four days before going to press.

We want to call particular attention to this as it is a remarkable hievement in view of the type of work we do.

The forms close Monday night, and first copies of The Magazine of fall Street are in the office Tuesday afternoon at 2 o'clock—and on le on newsstands in New York, Boston, Philadelphia, Baltimore, ashington and other eastern cities on Thursday. Chicago, Detroit, Louis, Pittsburgh, Cleveland, etc., on Friday.



plend

not t

iceal

lust

nism

Thus it is by a combination of editorial unusualness, originality of approach, that is suggestive of thought plus speed of transmission, that The Magazine of Wall Street holds the interest of the men occupying the first rank in business, industry and finance.

We offer you an advertising medium that surely reaches the top notch people who find The Magazine of Wall Street interesting,—practical,—and of genuine service.

Our organization is equipped to give your advertising copy everything that can be desired typographically, color work, and from a printing standpoint, in competition with anyone.

Our latest A.B.C. Publisher's Statement (June 29th, 1929 issue) shows a circulation of 94,322. We answered 113,950 inquiries from our subscribers in the past eight months.

MAGAZINEWALLSTREET

MEMBER ARC

42 BROADWAY, NEW YORK, N. Y.

trical, chemical, and raw material industries, are surprisingly few, and are roughly classified under the headings of "trade and business paper advertising," "sales and service literature," "direct-mail," "house organs," and "conventions and exhibits." This makes it possible for all of us to keep records in a more or less similar manner and to compare results.

The man in the street has an idea

that much more money is, spent for industrial advertising than is actually the case. The 177 questionnaires making up this paper show that during 1928 the average company put back into advertising 2.24 per cent of their sales, while the average members of the group doing a business of \$30,000,000 per year or more spent 1.25 per cent of their sales for all forms of publicity.

When a publicity department has been given a definite, fixed budget for a year, it is of the utmost importance that the department live within the budget. To do this it is important that the department keep

a complete running report of what is spent each month for each class of publicity during that month. This record can be kept either on the basis of invoices passed or on the basis of commitments, or a combination of both. If kept on the basis of commitments, actual costs as they come in must be compared with the commitments and the gains or losses picked up each month.

In a department having much work in process, it is frequently advisable to figure monthly expenditures on the basis of commitment, particularly with such items as sales literature, where jobs are liable to be in process several months. This makes it possible to put on the brakes in short order if expenditures are too heavy. On such items as trade journal space, it is usually best to make up the

monthly figures from the record of invoices passed. All publishers bill for space used, at least once a month.

Some publicity departments keep their own records so as to have the report available on the first day of each month. In other companies, accounting is so arranged that detailed reports can be secured promptly from the auditor. Internal conditions in each company



Where the Industrial Advertising Dollar Goes in 1929

determine which method is best. If the records are kept in the publicity department itself, they can usually be handled by some clerk in connection with other work. A little time each day is all that is required. The main thing is to have the method of recording and reporting such data so systematized that there is no duplication and no item overlooked. It is also necessary that the clerks involved understand just what each item should be charged to.

Complete records promptly submitted and carefully studied are vitally necessary to the success of any publicity budget. As the years go on, these records become increasingly valuable. When this is done, it can be seen at a glance what percentage of the budget has been devoted to each product. These figures in turn can then be 29

ers e a

eep the lay

mged red

In-

If

lly

tle

he

ng at m

be b-

of

ANNOUNCING

AN INCREASED CIRCULATION
AND A LOWER MILLINE RATE

From July, 1930, issue to the June, 1931, the circulation guarantee will be increased from 100,000 to 130,000, net paid ABC average. Rate increased from \$620 to \$700 per page. Rate card No. 9 sent on request. For orders placed by December 1st, 1929, the \$620 page rate will apply through the December, 1930, issue.

Circulation substantially increased. Milline rate materially decreased. Exceedingly low prices for this larger circulation in 1930 to buyers who act promptly.

THROUGH THE PARENTS' MAGAS
ZINE YOU WILL BE REACHING
130,000: PAIRS: OF PARENTS AT
THE TIME OF THEIR GREATEST
+ + ''BUYING EXPECTANCY.'' + +



EARLE R. MACAUSLAND, Advertising Director 255 Fourth Avenue New York



IN NORTHERN OHIO

the women read.



HE PLAIN DEAL

carefu sisters kron, wake, 1 ealer's o the mily, t f news

y these onfiden dvertise efinitely wo, th e Plair terests eaches t mily o lain De

dvertis Dealer b

as made ve, sust North hat's w my hor levelan

oesn't

The family paper... In Cleveland's family If a HUNDRED TOWNS

N a hundred Northern Ohio towns, women read this morning's Plain Dealer carefully and as eagerly as their thousands fisters within the limits of Cleveland itself, kron, Ashtabula, Canton, Berea, Warren, lyria—these and scores of other live, widewake, prosperous markets are in the Plain lealer's great Cleveland family.

to the women of this huge Cleveland mily, the Plain Dealer is at once dispenser f news of the world, arbiter of fashion, attructor in hygiene, domestic adviser. It divertisements scheduled in the Plain Dealer by national advertisers, too, are ready these women. And because of their utter onfidence in the medium that carries these divertisements, Northern Ohio's women are efinitely influenced in their buying choices.

wo, three, four and often five pages of le Plain Dealer are devoted daily to the sterests of women. No other newspaper eaches the buying members of Cleveland's mily of 100 towns as thoroughly as the lain Dealer, because no other newspaper as made such an intelligent, comprehenve, sustained bid for feminine good will Northern Ohio.

hat's why the Cleveland Plain Dealer is my home paper"—the family paper in leveland's family of 100 towns.

ou—with a message for women oesn't that mean something to you? JOHN B. WOODWARD 116 E. 42nd St. N. Y. G.

WOODWARD & KELLY 360 N. Michigan Ave., Chicago, Ill.

WOODWARD & KELLY Fine Arts Bldg. Detroit, Michigan

Plain Dealer

GROUP AVERAGES	Group 1 Sales less Ham H.000,000 36 reporting	Group 2 \$1,000,000 to 2,000,000 39 reporting	Group 3 \$2,000,000 to 5,000,000 42 reporting	Group 4 \$5,000,000 in 10,000,000 32 reporting	h-30,000,000	Group 6
# of advertising expense to sales [1928	5.99	2.55	1.92	1.69	1.64	1.25
	4.18	2.44	1.85	1.75	1.61	1.35
1929 budget divided as follows	13.50		3733	1	11.0	134
Business Strade paper (space asty)	50.97	47.	46.96	36.76	38.93	23.22
Artwork, engraving, etc. (straductly)	7.77	7.79	9.21	7.74	8.91	6.84
Salas & service literature { accept direct mail	16.34	10.75	14.91	10.54	11.63	11.56
Direct mail advertising	17.76	16.08	16.21	17.55	19.71	10.24
House organe	9.00	20.	9.12	8.57	7.95	3.77
Concentions Verhibits	11.35	7.18	6.56	7.20	2.54	3.99
Moving pictures & photography	3.05	2.63	2.98	3.22	1.08	2.69
Administrative expense fincluding	14.61	16.77	12.29	11.49	14.22	11.82
Price lists, Vinternal publications	4.33	5.51	4.54	5.80	1.13	7.9
National advertising			4.00	42.98		49.
Miscellaneous	10.77	4.68	6.58	6.19	9.24	7.26
Maintain Publicity Dept.						

Summary of 1929 Survey of Expansion as Budgeted by Industrial Advertisers

compared to sales. Frequently the investigation will show that one product responds much more readily to advertising than another.

A further study will often show which products need more advertising, and what kind of advertising they require. Such records may also unfortunately show that sales of certain lines do not respond, regardless of the volume or the kind of advertising used. Sales executives are always vitally interested in statistics of this sort.

The questionnaires show that in almost all cases the publicity department reports directly to the sales manager or the vice-president in charge of sales. This is, of course, as it should be, because in the final analysis, advertising is only a help to sales.

In most of the industries which we represent, there must be a salesman to go out and get the orders. The advertising may occasionally make a direct sale, but its primary purpose is to prepare the way for the salesman; to keep the trade posted as to what is newest and best; to point out the salient features of the product; to keep the company's

name prominently and favorably before the public, and to create good-will for the organization. If this is done well, a prospective customer usually knows considerable about the product when the salesman calls on him, and the road to an order is shorter than would otherwise be the case.

Business papers are of infinitely greater importance to the industry than was the case ten years ago. The editorial staff of many leading publications is of such a caliber as to have a decidedly beneficial influence upon the industry which it serves. The tendency is definitely toward fewer papers, but better papers. The number of consolidations probably now exceeds the number of new papers started—which we believe is as it should be.

Inasmuch as white space constitutes such a large part of industrial publicity budgets, advertising and sales executives should do everything they can to assist trade publications that are doing a real job. We who buy advertising space can often suggest improvements, particularly by pointing out things that will make the paper better from the reader's

35

56

77

99

58

9

ably

If tive

lerthe oad ould

try

go. ad-

aline-

try

but on-

eds ted

uld onin-

erıld

ist

is-

mnthe Do you know about good old

York County Pennsylvania

where people always have more than enough wealth with which to satisfy their needs and desires? And do you know that this whole trading territory is covered completely and intensively by a newspaper in which its readers have unusual confidence, to wit

THE YORK, PA. GAZETTE AND DAILY

which for years has strictly pursued the policy of permitting only advertising of unquestioned integrity to appear in its columns? Can you imagine what a real pulling power this policy has developed?

We urge you to investigate.

HOWLAND & HOWLAND

National Representatives

NEW YORK 393 Seventh Ave. 360 N. Michigan Ave.

PERFFER FIREFA

The Electro Sky Ads, Inc. presents a new method of advertising in the sky-believes it has solved the limitations that have hindered the extensive use of sky advertising in the past.

Electro Sky Ads perform at night, appearing as an electric sign-flashing on-off within two seconds-and capable of thirty different changes. The advertiser can deliver quite a 'tirade' about his product with Electro Sky Ads.

Visibility of Electro Sky Ads closely approaches the ideal. Glare has been completely eliminated and the messages are easily readable at sharpest of

angles.

Fo

in

co wi

15

O

fu

an in

Pi

YOU CAN

TELL A

For additional information communicate with

Electro Sky Ads, Inc. 1560 Broadway New York Bryant 9087

Or watch for future announcements in

Printers' Ink Weekly. ELECTRO

SKY-ADS

W

fr

no

bu

cre

me

the

inc

Group Number	No. of Companies Reporting	Approximate Amount of Annual Sales	1928 Advertising Ratio	Total Sales for Group	Advertising Expense
1 2 3 4 5	36 39 42 32 15	\$1,000,000 1,500,000 3,500,000 7,500,000 20,000,000 75,000,000	3.99% 2.55% 1.92% 1.69% 1.64% 1.25%	\$36,000,000 58,500,000 147,000,000 240,000,000 300,000,000 975,000,000	\$1,436,400 1,491,750 2,822,400 4,056,000 4,920,000 12,187,500
Totals				1,756,500,000	\$26,914,050

standpoint. Most publishers are glad to follow such suggestions, but we must avoid destructive criticism.

To succeed in our job, we must buy space intelligently, and to do that we must know the paper and its field. We must also know our products and their application. If we will get out in the field, meeting the people who read the paper and buy our goods, we shall quickly find out why they read it. This will be of real assistance when we come to prepare our copy, for it will help us make our advertising both interesting and instructive. Furthermore, it will help us implant in our advertisements the most vital thing of all—the quality that creates an actual desire to buy.

As will be seen from the table on this page, questionnaires are fairly evenly distributed among the six groups. Their combined yearly sales are approximately one and three-quarter billion dollars, and their publicity expenditures approximately twenty-seven million dollars. The survey is, therefore, of sufficient size to give a fairly

reliable average.

One very interesting fact that this survey brings out is how the ratio of advertising expense to sales

ratio of advertising expense to sales falls as the volume of sales increases. (See Table above.)

Clinton Paint Appoints. Devereux & Smith

The Clinton Metallic Paint Company, Clinton, N. Y., has placed the advertising of its mortar and stucco colors with Devereux & Smith, Utica, N. Y., advertising agency.

Chicago "Herald and Examiner" Appoints Paul Block

The Chicago Herald and Examiner has appointed Paul Block, Inc., publishers' representative, as its national advertising representative.

Because This Convention Plan Works, It Is Continued

THE GANNETT NEWSPAPERS ROCHESTER, N. Y. Editor of PRINTERS' INK:

Your editorial suggestion of a revolution in conventions is very good. It is a difficult thing, however, to manage any large meeting in a manner that will accomplish what you suggest. Few delgates to a convention like to show their ignorance. Instead, each one wants to show off his knowledge. Very few chairmen can shut off a discussion promptly.

When I was president of the New York State Dailies Association, I established a custom which still prevails, of sending to each member a list of questions which he was to answer in writing, prior to the convention. The secretary assembled this information and then read to the convention the comments of individual members on certain questions, instead of asking the member to get up and explain his position. This method saved much time and gave the members a good background for further discussion. The scheme worked so well that it has been continued for many years and is, I believe, the most satisfactory way of bringing out the points and information that convention delegates want.

Conventions fail when all the time is taken up by a few speakers and convention delegates get very restive when some verbose speaker rambles on and on in an uninteresting manner on some subject in which he alone is principally interested.

FRANK E. GANNETT.
President.

H. P. Nelson with Woodrow Press

H. Peabody Nelson, formerly with the John P. Smith Printing Company. Rochester, N. Y., has been appointed account executive of The Woodrow Press, Inc., New York, direct-mail advertising.

Cuban Tourist Commission Appoints Florida Agency

The Cuban National Tourist Commission, Havana, Cuba, has appointed Loomis, Bevis & Hall, Inc., advertising agency of Miami and Jacksonville, Fla., to direct its advertising account. Magazines and newspapers will be used.

sing nse ,400 ,750 ,400

,000 ,050

lan

olu-

It is

any ac-

dele-

their

s to

sion

New

stab

, of jues-writ-

ecre-

then s of

ions, t up

thod bers custhat ears tory

*more MORE MORE space booked in-

"WE have had wonderful results from our advertising in Punch, not only from buyers in Great Britain but also from others all over the world. 'Punch' carries such a reputation and creates such an influence as not only to induce people to read its advertisements, but also to order and buy from them. For these reasons we intend to increase the number of our insertions."

> Yours faithfully. For G. H. Johnstone & Co., Ltd., S. JOHNSTONE, Director,

advertising appropriation that hopes to achieve maximum results per fi of expenditure. Punch reaches the most responsive buying classes, men and women, and lends its own prestige to everything advertised between its famous covers. Every pound spent in Punch quickly proves the wisdom of that spending. It is this experience that determines so many advertisers to spend more and more in Punch.

This letter puts in a nutshell the most compelling reasons

for including Punch in any

MARION JEAN LYON ADVERTISEMENT MANAGER SO FLEET STREET LONDON ENG.

written to batter down sales resistance.

Each letter is making some sort of an impression. Is it a good one? It should be. It can be, if your letterhead is

properly designed, and your words well chosen.

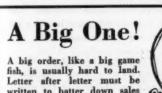
Don't under-estimate the importance of your letterhead. It can very nearly "make" or "unmake" your sales message.

Let us show you samples of letterheads that are earning exceptional dividends for their users. Write today for your complimentary copy of "Attention Compelling Letterheads."

MONROE LETTERHEAD CORP.

Booth No. 116, D. M. A. A. Convention

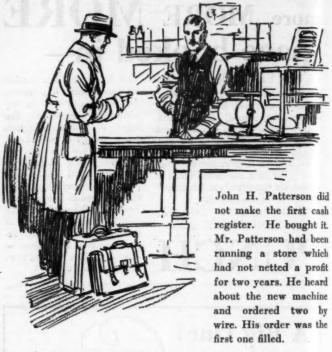
1010 Green Ave. Huntsville, Ala. 167 N. Union St. Akron, Ohio





ow the any. drow ad-

on . 7 Comtising Fla.,



The machine promptly turned the store's loss into a pleasing profit. It also turned Mr. Patterson's thoughts away from coal mining and storekeeping and toward the infinite possibilities of the new invention. In 1884 he bought the business and changed the name to the National Cash Register Company.

We don't know how many million cash registers, accounting machines and posting machines National has sold since then. But we do know that in achieving its marvelous sales records, the company has developed sales and advertising plans that entitle it to a seat at the speakers' table at any merchandising congress.

N.C.R. executives have always been "at home" when PRINTERS' INK has called for information. Twenty-six articles* describing N.C.R.

We will gladly send a list of these articles on request

INE ten title tor,

mer

the plan The It h buti

busi

The artic

Mr. ladver nurtu on or Printlarly

Pi

"Brie

merchandising ideas have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY during the last ten years. These articles were written on the basis of material obtained from executives bearing such titles as: President, general sales manager, former advertising director, advertising manager, publicity director.

An organization that has daily contacts with all kinds of retail businesses, general offices, and financial institutions throughout the world would logically be expected to develop merchandising plans of immense value to manufacturers in all lines of business. The National Cash Register Company has done that very thing. It has been a pioneer in sales methods, sales schools, and distribution of products.

The titles which follow, representing a few of the PRINTERS' INK articles, tell their own story:

Keeping the New Salesman from Slipping
How N.C.R. Selects Salesmen
Getting Usable Suggestions from Employees
Advertising That Jolts Readers into Action
Anticipating Objections in Sales Letters
How Switching Salesmen Jumps Sales
N.C.R. Conducts Meetings for Dealers and Clerks
Training Salesmen Through the Eye
What Is a Sales Promotion Department?

Mr. Patterson had an unquenchable thirst for information on selling, advertising and marketing in general. His organization has nurtured the same habit. Partially to appease it, we find entered on our books six subscriptions to PRINTERS' INK and seven to PRINTERS' INK MONTHLY. Several of these copies are routed regularly to all of the principal N.C.R. executives.

Printers' Ink Publications

"Brief Visits with Famous Merchandisers"-number 20 of a Series

cash ht it. been

029

profit heard chine by s the

g and nvento the

But t, the itle it gress.

inting

nest

.C.R.



nstalling Group

The second of the 3-designing, installing and operating-that form the heating, piping and air conditioning market.

> Proper installation is essential to a welldesigned system of heating, piping or air conditioning in the larger or industrial types of construction. It requires engineering ability, practical experience, an efficient organization, the right kind of working equipment and financial responsibility.

Those capable of handling this work are, therefore, only the big heating, heating and piping, piping, sheet metal and industrial contractors—those who have achieved the standing which wins them "preference" on work of this sort.

Naturally, they mean "big business" to the manufacturer of heating, piping or air conditioning equipment. In company with the designing group and the operating group, they form the 3 groups which are the market for this equipment.

The manufacturer will find them among the interested readers of HEATING, PIPING AND AIR CONDITIONING, the only journal which concentrates on the practical engineering information which is the common bond between these groups.

Heating · Pi and Air Conditioning

re

0

sa

Out in the Open

By Howard W. Dickinson

KEEP your eye on the farmer. He is many important things. Among other things, he is a very important political factor. He is our producer of food and of a great number of raw materials. He is also a great consumer market. (Of course farmers are regular human beings, mostly good, some bad.)

The report of my death is greatly exaggerated.

(Mark Twain)

We have had reports of the farmer's distress which I am convinced are exaggerated. He often calls upon his political representatives for help. They work hard trying to give it to him. To establish a market for farm relief we must first show a distress which needs relief.

I dread nothing so much as falling into a rut. (Garfield)

I am willing to grant right now that anybody so important to the very existence of our public should be able to make more money than the farmer seems to be able to make. I also hand it to him for his great ability to make his economic wants known. Politically he is a great salesman and advertiser.

For what avail the plough or sail, Or land or life, if freedom fail? (Emerson)

The farmer has learned a great deal about accounting. Today he realizes that as a business man he is entitled to three items of income or profit. First, a profit as owner of a business, second, wages or salary as manager and operator, third, surplus for capital requirements. Very reasonable requirements any business man will admit. The farmer knows that he wants the freedom that goes with profit.

-Rather makes choice of loss, Than gain. (Shakespeare)

We shall have to admit that if a farmer earns only enough to pay

for his time and labor he has suffered a technical business loss, and that lacking enough income from his business to provide profits and additional working capital, he is actually suffering economic distress and acts reasonably in using any honorable means at hand to remedy that condition. He may have made a living, and, at the same time, made a loss as a business owner.

Not what we wish, but what we want. (Merrick)

All the foregoing, however, does not necessarily make the farmer a poor purchaser of commodities. Naturally he is a good purchaser because he has so many obvious needs. He occupies a house, often a large one. He is a large consumer of foods, mostly not of his own production. Living away from the city he needs automotive transportation and wants all the modern improvements for his house.

What's saved affords no indication of what's lost.

(Meredith)

He may, and often does, suffer economic distress and yet have a goodly supply of cash for commodity purchases. Suppose, for example, he has a fair sized farm and pays himself \$4,000 a year for management and his personal labor. Suppose his capital obligations are \$2,500 a year (interest, taxes, insurance, depreciation), and he should really earn \$5,000 a year more for profit and surplus. run a satisfactory business he should have a net income of \$11,500. Suppose his net income is \$6,000. Then as a business owner he has made no profit. He is even \$500 short of covering his capital obligation, which \$500 he must take out of his own salary.

Help me, Cassius, or I sink! (Shakespeare)

The above is a bad condition for business. The farmer who faces it acts intelligently in publishing his business distress. He needs any legislative relief he can get. He needs the help of any buying or selling association which can be made to help him produce or market to better advantage.

Luxury, so far as it reaches the people, will do good to the race. (Johnson)

And yet this man has \$3,500 to spend on his living, his home equipment, the pleasures which he and his family need. He has technically lost a little money on his business, and yet he is a fairly large consumer and able to pay cash for quite a consumption.

Blessed consolations in distress. (Wordsworth)

We can hardly say that such a farmer is "sitting pretty." To get remedial action he must advertise his distress. The advertising of his distress belittles him unduly at the same time that it may incite legislative action to help him. To advertise his distress makes people think that he is a very poor business man while the fact is that he has become a very good business man. It takes a good business man to realize that he is losing money at the same time that he has money to spend. Meantime he may be greatly underrated as a consumer.

The slowest of us cannot but admit that the world moves. (Phillips)

The story of farm progress in the last ten years or so is a remarkable business romance. The farmer's activities to better his business condition have been farsighted and business like. His associations and selling syndicates have not always been successful—but he is learning fast from the mistakes which have been made. He has begun to learn a thing which it was hard for him to learn, that is to hire good salesmen for his group selling operations, hire able executives to direct his association work.

The life of the husbandman—a life fed by the bounty of earth and sweetened by the airs of heaven.

Remember, the farmer can rarely advertise, except gregariously. He

does quite a bit of that through his associations which sell the products he raises individually, milk, fruits, vegetables. He has become an owner in co-operative stores, canneries, creameries. Where once he lived in rather barren seclusion, he now lives with Nature's attractive surroundings, and goes forth to see and do a lot of interesting things.

Commerce is the equalizer of the wealth of nations. (Gladstone)

Statistics of the quantities of things he buys, the places he goes to, the universities he patronizes for his family's education, these facts make us dizzy to contemplate. Commerce cannot pass him by for he is everywhere; his average intelligence is high. He is both philosophical and practical.

So have I heard on Africa's burning shore Another lion give a grievous roar; And the first lion thought the last a hore.

Working in the city, eyes focused on the exciting development of mergers, stocks, high-pressure sales. spectacular advertising, we hardly take time to look at the farmer at all, except with a rather pitying glance out of the corner of our eye. So when we look at him at all we are pretty sure to get him wrong. Keep your eye on the farmer. His problems are business problems. In knowing how to live he beats us all. He is learning how to work the necessary plans to do business at a profit as well as make a living as foreman and toiler. Even when you hear his troubles advertised, think mostly of his importance as a promoter and stabilizer of industry, whose troubles are economic and demand our knowledge and intelligent co-opera-

Cosmetic Account to Addison Vars

Frances Page Griffith, Rochester, N. Y., manufacturer of cosmetics and beauty cream, has appointed Addison Vars, Inc., advertising agency, to direct its advertising account. The account will be handled by the Rochester office of that agency. Newspapers and magazines will be used.

gh lk, ne

ice

011, ICth

ng

lth)

of es

ees ese te.

or inil-

ing

. 8

ed of es,

lly

at

ng MIT at im

he ess ive

ng ins

ell nd

his of

nd u-

our ra-

n

ter.

son

fice ıga-

"Beautifully printed, typographically near perfect, the contents of The Inland Printer are sufficiently diversified to provide practical, interesting and inspirational reading for every one in the printing shop."

Statement from the publisher and also the shop superintendent of a prominent newspaper.

The Inland Printer presents its pages of practical help to the printer in a form which has an instant appeal to him. It adds a definite degree of prestige to your advertising message

The Inland Printer



330 S. Wells St., Chicago, Ill.

New York Office: One East 42nd Street



Chain-Store Sales as a Business Index

CHICAGO AND NORTH WESTERN RAILWAY COMPANY Editor of PRINTERS' INK:

Editor of PRINTERS' INK:
Here's a small suggestion that you
might want to act upon.
Every month you publish a tabulation showing the chain-store sales
for the previous month and the
totals for the preceding months of
the year. My suggestion is that
you show a grand total of the sales
for the stores represented in the you anow a grain total of the sales for the stores represented in the tabulation. That would give a better idea of the magnitude of these chain-store operations and would also show the percentage of increase, taken as a whole.

R. THOMSON,

Assistant Passenger Traffic Manager.

WE are all interested in the question: "How's business?" Some who look for an answer may offer employment figures as the proper index of how business is going; others, specializing still furgoing; others, specializing sandal ther, may say: "Watch the produc-tion of steel. You'll find that business varies with it directly." Without holding a brief for any specialized barometer of business, PRINTERS' INK for the last several years has published a comparative table of chain-store sales, not only for its value in showing the progress of chain stores but with the idea that these figures might contribute their share of information in showing the business trend as a whole.

Chain stores, selling as they do direct to the consumer such basic products as groceries, clothing, etc., evidently have a value as a business index. There is one point, however, that should be borne in mind when these sales are ex-amined for that purpose. New amined for that purpose. stores are constantly being added by the chains and if we compare the sales of a chain for say, August, this year with August, last year, we may notice a large increase. This increase, however, may be caused partly by the increased number of stores in the chain. If a comparison were made of just the old stores, the increase might be much smaller or there

might possibly be a decrease. Woolworth, in publishing its sales figures each month, usually states the percentage of sales increase of its old stores. Very few of the chains, however, make this distinction in publishing their monthly sales figures.

In order to make the table which we publish more indicative of the business trend, we have made an attempt to obtain from as many of the chains in our table as possible a monthly statement of the number of stores in operation as compared with that month in the previous year. Ten or eleven chains are co-operating with us and we hope to get other chains to do

We are always glad when our readers send suggestions to us and, beginning with our next chainstore table, we shall follow Mr. Thomson's suggestion to total the sales. Those using this figure should remember that our table does not include the sales of every American chain-store organization. We do, however, try to make the table as complete as possible from the figures released by chains which publish their sales .- [Ed. PRINTERS' INK.

To Represent "The Farmer's Wife" in the West

The Farmer's Wife, St. Paul, Minn., has discontinued its arrangements for representation by the Standard Farm Paper Association in Chicago. William Bennett has been appointed Western manager with headquarters at Chicago. He will be assisted by Frank Hunton and C. H. Heydon.

Bed Account to Sherman Agency

The Bed & Bedding Corporation, New York, manufacturer of beds and mat-tresses, has appointed the George C. Sherman Company, Inc., New York advertising agency, to direct its advertis-ing account. Newspapers will be used locally.

Associated Business Papers Appoint Sumner Agency

The Associated Business Papers have appointed The G. Lynn Summer Company, Inc., New York advertising agency, to direct an advertising campaign which will make use of member publications.

se. es es

he c-ly

he

of ele

nn-

he

en

do

ur d.

r.

he

le

ne m

d.

S

Close Contact

Not merely by casual reading enjoyment are LIFE readers held to LIFE . . .

No impersonal magazine-and-reader relation could inspire hundreds of readers to contribute cash each year toward the health and happiness of children through LIFE's Fresh Air Fund

As a courtesy, LIFE's Theatre Ticket Service is unique in magazine history. The flood of checks from grateful patrons provides unassailable proof that LIFE readers are lively-minded, money-spending members of the Enjoyment-of-Living clan . . .

And every contest fills LIFE's mail baskets with stationery marked with the most distinguished business and residence addresses everywhere—as well as the ever large proportion of replies from LIFE's traveling readers . . .

Too, LIFE readers take an editorial part in LIFE. They write to tell LIFE what they've liked most and what they want next; they concern themselves with LIFE's policies and platforms. Life to them, is theirs.

Advertising in LIFE shares this close contact.

LIFE EDWARD DUNNING ADVERTISING MANAGER

HERE IS ONLY
ONE NATIONAL MAGAZINE WITH 100% HIGH
SCHOOL CIRCULATION

The Scholastic is the only national magazine available to advertisers with all of its circulation in the high school market. The Scholastic is used in the classrooms of over 3000 high schools as a supplementary text-book in English History and Civics. Only high school students read The Scholastic because its editorial content does not appeal to younger pupils.

The

SCHOLASTIC

THE
ONLY NATIONAL MAGAZINE
WITH 100% HIGH SCHOOL
CIRCULATION

55 W. 49ND STREET, NEW YORK 35 E. WACKER DRIVE, CHICAGO Con of V died from mob lead for ber white

the M brot Whi He driv char four brat liabi

try

For

raci

Come elect Unit him commerce vehicle the I Gove deatly ears

was Ink. artic year title, Will He ticle

INK
"Ho
Prol
ness.

chang Inc. Meyle tion, Norm

ag-

all

loc

the

ols

sh

loc

its

to

Death of Walter C. White

WALTER C. WHITE, president of the White Motor Company, Cleveland, manufacturer of White motor trucks and busses, died at that city on September 29 from injuries received in an automobile collision. He had been a leader in the automotive industry for twenty years and was a member of a family many members of which have been connected with the automobile field.

Mr. White joined his father and brothers in manufacturing the old White steam automobile in 1901. He was one of the first men to drive one of the cars and had charge of their sale in England for four years. He was also celebrated as a driver in the early reliability competitions and drove his company's "steamer" in cross-country races in the days when Henry Ford and Alexander Winton were

racing and test drivers.

In 1906, Mr. White became vicepresident of the White Motor Company and in 1921 he was elected president. In 1917 the United States Government sent him to France as chairman of a committee to assist in organizing repair and maintenance of motor vehicles in military transportation. He was later made a Chevalier of the Legion of Honor by the French Government. At the time of his death, Mr. White was fifty-three years old.

On several occasions Mr. White was a contributor to PRINTERS' INK. He contributed the leading article in the August 1 issue, this year, which appeared under the title, "Intelligent Direction of Sales Will Stop Growth of Sales Costs." He also was the author of an article which appeared in PRINTERS' INK MONTHLY in April, 1927, "How the Modern City Traffic Problem Is Affecting Your Busi-

ness."

The Meylen Company, Chicago, has changed its name to Financial Displays, Inc. David Hirsh, vice-president of the Meylen company, heads the organization, having purchased the interest of Norman Meyer, former president.



Include These Services

- I Experienced Showmanship.
- 2 Wealth of Exclusive Talent.
- 3 Complete Musical Library.
- 4 Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.

The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.

JUDSON

RADIO PROGRAM CORPORATION

Steinway Building NEW YORK CITY

Tribune Tower Chicago, Iil.

Good Copy

Accepted truths have more influence than new doctrines.

Good copy can present familiar facts in a way to give a reader the pleasure of personal rediscovery.

When copy sells the reader to himself it can usually convince him of its own sincerity.

HAWLEY ADVERTISING COMPANY Inc.

95 MADISON AVE. NEW YORK CITY Liggett to Discontinue Cooperative Campaign

The Liggett Drug Company, operator of more than 500 drug stores in the United States and Canada, is planning to discontinue its co-operative advertising campaign which has been conducted with the aid of manufacturers in the drug and toilet goods fields. Co-operation in window and counter display advertising, however, will be continued advertising, however, will be continued ation in window and counter display advertising, however, will be continued. That neither Liggett nor the manufacturers have been profiting by the cooperative advertising is given as the reason for the discontinuance. The fact that thirty or forty different products must be advertised on the same page, each with its own spread of copy, usually in the smallest available type, has caused the advertising to be confusing and of little value in the promotion of merchandise. tion of merchandise.

Instead of its co-operative advertising, Instead of its co-operative advertising, Liggett is planning to release a series of "name and price" advertisements in which there will be lists of nationally advertised brands. These lists will be broken up into types of commodities with the standard price and the cut price at which the chain offers the item also listed. The words "Cut Prices" will be featured in large type.

Although Liggett's co-operative advertising has been running several times a

tising has been running several times a month since it was started several years ago in newspapers of important cities, the number of advertisements on the schedule, it is understood, will be cut down now that Liggett is running its

down now that Liggett is running its own advertising. Liggett will hereafter also allow manufacturers to use the phrase, "For Sale at Liggett's," in their copy pro-vided copy and product have been first approved by the chain's executives.

New Accounts to Frankel

Agency French & Company, antiques, and James Robinson, old English silver, both of New York, have appointed S. W. Frankel, New York advertising agency, to direct their advertising accounts. Newspapers and class magazines will be

The Frankel agency has also been appointed to handle the advertising of L. N. Shour & Company, New York, investment securities and bank stocks. Newspapers will be used.

P. H. Mayo Joins Porter Agency

Philip H. Mayo, recently advertising manager of The Footwear Guild, Boston, has joined The Porter Corporation, advertising agency of that city, as an account executive.

Appoint Croot Agency

The Sea Island Corporation and Cloister Hotel, Sea Island Beach, Ga., have appointed the Samuel C. Croot Company, Inc., New York advertising agency, to direct their advertising account. count.

Oct.

INV book graff tang fogg give life, ways

surch of fire : attac new astic days confi

doing

Send pocket yourse only worth haps, renow

LI

Revea who a \$100,0

giving ideas, to att

showing ure" experi client

you c iness of em

The i metho 0.20

0-

ator the ning rtis-

the per-

play aed. fac-

the The

rod-

ру,

pe,

mo-

ing.

ries

in

be

cut

tem

es"

rer.

s a

ies,

the cut its

For

rst

nd

oth

W.

cy.

its.

be

an

of

rk,

ing ld,

ra

as

md

a.,

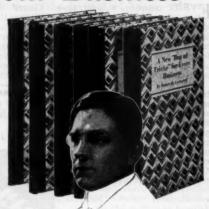
oot

ng

ac-

Self Starters for You and Your Business

INVIGORATING as a brisk sea-breeze, these books of Robert R. Updegraff have a salty, spicy tang that clears up workfogged minds. They'll give you a fresh grip on life, a new slant on old ways of thinking and of doing. And they're so surcharged with the zest of achievement, they'll fire you, inspire you, to attack old problems, meet new ones with enthusiastic courage, face the days unborn with greater confidence of success!



LITTLE LIBRARY OF SELF STARTERS

By ROBERT R. UPDEGRAFF

5 Volumes - \$4 Complete - Free Examination

Send for this famous desk-size set of pocket-size books on trial. Try them on yourself and your business 7 days. Pay only if you are satisfied—if they are worth the money to you. First, perhaps, you will want to read the world-renowned business story of

Obvious Adams

Revealing the secret of most of the men who are making salaries of upwards of \$100,000 a year. Then pick up the

New Bag of Tricks

giving fresh ideas, new twists to old ideas, sure fire suggestions that help you to attain or maintain leadership; then-

Old Specification

showing how Brandon "forty and a failure" took a leaf out of his war-time experiences and saved the day—and the client! And, after reading

The New Tempo

you can quicken the pace of your business day without additional expenditure of energy.

Subconscious Mind

The fifth volume explains a practical method of applying this mysterious force

to the development of new fields and the solution of old problems.

The 6th Prune

is the story of the lowly boarding house prune dramatizing the extra measure of value that really builds personal or business success.

On Approval

May we send this inspiring series to your office desk or library table for a week's FREE examination? If so, mail us this convenient coupon today.

McGraw-Hill	Book	Co.		
970 Camanah	A 1	War.	Wank	32

Send me Updegraff's "Little Library of Self Starters" on approval. Within 7 days I will remit \$4 in full payment or return the set.

Name....

Address....

City and State.....

Company P. I. -10-3-20

How About the Flop?

The Davol Rubber Company Makes Its Good News More Interesting by Refusing to Suppress the Bad

By Ralph Crothers

EVERY company, at some time or other, must face the problem of how to treat news that is not so good. There is nothing dishonest in putting one's best foot forward and in drawing upon the high spots of good news to make a

point clear.

And yet, if manufacturers realized how much more impressive this news sounds to a prospect when the bad news is not suppressed, more manufacturers would adopt this plan. Just as the bad news concerning the flop of the Old Gold test at Harvard made every other test more believable, so, every time a manufacturer admits his failures as well as his successes, the successes become more interesting and the company gains in reputation. But just how to bring out the bad news without spoiling the good is a problem which has often worried many a manufacturer who was perfectly willing to admit that he is not always 100 per cent right.

The Davol Rubber Company has adopted a unique and ingenious method of admitting the flop, while emphasizing the successes.

Recent advertising by this manufacturer of rubber goods has emphasized to dealers the fact that they would be able to increase their income from rubber goods if they adopted the Davol plan of display and merchandising. In advertising in business papers and in its house magazine, which is sent to 22,000 retail druggists, the company has been telling the news of some tests it has made in retail stores.

The company, for example, sent investigators and observers out to Neenah, Wis. They went to Elwers' drug store and George Elwers, the proprietor, played the part of host for the sales test. A preliminary survey by the Davol people showed that the Elwers' drug store was doing a rubber goods business of about \$520 gross income a year. This was a 30 per

times the usual income from rubber goods sales



61 TWD/I/ther 1927 of ISOCWOOD, Nr. J. 1920E, Invol., sept., sept

Program Plantas lists its anominal sections of a control bases, it makes good to be a control base of the control base of the

more clean offerer citizen the annual advance, or increase of more data careffly, for an ideas depring the text was an end-to-collect guarder which the collect guarder theory and The visionies different collect guarder was installed for the land guarder was installed for the land guarder was installed for the land guarder was installed guarder guarder was desired to the guarder guard

DAVOL RUSSER COMPANY PROVIDENCE PHODE ISLAND

admitting the flop, while How the Results of the Company's Tests Are emphasizing the successes.

Being Presented to Dealers

cent increase over the previous year which increase, the proprietor admitted, was due to following the recommendations offered each month in "The Davol Dealer," the company magazine.

With a total store income running up to \$40,000 the rubber goods department was grossing about 1.3 per cent of volume. The Davol Rubber Company's investigation indicates that the average drug store with proper display and merchandising should gross about 2

Oct.

land Cab —wl

It is tions fruit ing

It co

is for strain fance hors from Her

This

visit
—it
milli
mon
Spec

by

rge the

A

vol ers' ber

OSS per

Where is "Vamarcar"?

OT by that name is it designated by geographers. But it is the region on the coast of which Columbus landed in America, when in the service of Spain-where Cabot, in the service of England, long ago trod our shores -where Verrazano, in the service of France, lowered anchor when on exploration bent.

It comprises the Virginias, Maryland and Carolinas.

It is the land where one of Sir Walter Raleigh's expeditions visited and is described as a paradise of grapes and fruit "growing to the very shores of the sea, even covering shrubs and trees."

This section, explored by such a diversity of nations, is fortunate in its diversity of crops. Tobacco of finest strains, apples preferred by kings-early vegetables that fancy markets demand—hams that epicures prefer horses that will run in the Derby and the Preakness come from this garden spot.

Here life is worth living and the people buy. Since 1840 one paper-The Southern Planter-has been a monthly visitor in their homes. It has more than reader influence -it has reader friendship in homes where now live a million people. THE SOUTHERN PLANTER, Richmond, Va. Established 1840. Riddle & Young Co., Special Representatives, Chicago, New York, Kansas City, Atlanta.



Na-Mar-Car-Home of the Southern Planter

Oct.

tion

Dav

tom

clud

ber bett day

busi

pan

typi

and



Ríp Van Winkle & Co.

Old firms and old products profit from the use of modern types. For as even trees and animals appear new in modern treatment, in modern type the old message, the old service, become in a few hours news.

One of the few types which are truly modern in feeling and design is Ludlow

ULTRA-MODERN

Ludlow Typograph Company

2052 Clybourn Avenue, Chicago

per cent in the department in which it is particularly interested.

So one of the representatives of the company first took his position outside of the store where he could give the traffic situation his personal and mathematical attention. During the morning and afternoon the weather was fair. In those two periods, 364 and 987 pedestrians traversed the sidewalk in front of the Elwers' drug store. In the evening, with rain falling, 432 possible customers were counted from 6 P. M. until closing hour. Of these 1,783 possible customers, 220 became actual buyers at the counter, or approximately one out of every twelve.

It is an interesting thing to mention right here, before the news of the other tests is told, that the Davol investigators discovered in Ridgewood, N. J., that some 274 out of 3,450 possible customers became actual buyers at the Muster & Bauman store. That is also one out of twelve, so that the law of averages telling how many people come into a drug store out of the passers-by, works as well in Wisconsin as in New Jersey.

During the first day of the test in Wisconsin, none of the 221 customers patronized the rubber goods department. But during the remaining ten days of the test, excluding one Sunday and a holiday, when the Davol merchandising methods as worked by the special representative were used, the rubber goods counter did a business better than an average of \$4.50 a day. The total sales of \$45 during the test equaled a normal month's business for this store. As has been shown in several of its other tests, the regular rate of turnover was multiplied by three when the window display and merchandising methods recommended by the company were used by the druggist.

Similar tests were Ridgewood, Brooklyn, were made in Louisville and Memphis. The Davol representatives went into local drug stores, typical of thousands throughout the country, and proved conclusively that profitable rubber goods sales can be increased threefold by giving a little more thought to display and salesmanship. The results of

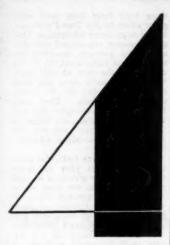
these tests have been used with great effect by the Davol company in full-page dealer advertising. One advertisement, reproduced with this article, for example, describes the test made in Ridgewood, N. J. In addition to the tests already mentioned, three more have just been completed in Joliet, Ill., St. Louis, and Topeka, Kans. They, too, and Topeka, Kans. have been very successful and will make copy for subsequent issues of "The Davol Dealer" and also for full-page business-paper advertis-

In making these tests, the company worked its plan of better merchandising by means of its own representatives in ten drug stores in ten widely separated cities. It so happened that eight of these tests were highly successful and proved the company's contention that better merchandising and display methods would multiply by three the gross business done by the rubber goods department of the

average drug store.

But two of the tests didn't work out so well. It would have been very easy for the rubber company to suppress the news of these two tests and comment only upon the highly successful ones. But the company, realizing that a firm builds a reputation for honesty by the same methods that an individual does, decided that it was not good business to suppress the bad news in order to show only the good. Its method of bringing out the bad news is a very ingenious and unusual one. Here is how it was done.

In the back portion of "The Davol Dealer" are a few pages usually devoted to editorial chat. They are set in bold face type and are given a prominent position by means of a display head. In the most recent issue of the publication, this whole department was given over to an article under the head "Treason." The editor of this section tells how he is going to sneak one over on his co-He threatens to unlaborers. burden himself of a dark secret and then goes on to say: "All the stories of Davol rubber goods merchandising tests that have appeared thus far have been soul-



CREATIVE MEN

DEVOTING THEIR ENTIRE TIME TO IDEAS AND LAYOUTS

> BALANCED BY 16 ARTISTS WHO LOSE NONE OF THE SPARKLE OF THE CREATORS

KONOR & PETERS

18 EAST 48 ST.

stirring records of success." goes on to describe a few of them and then says, "But you won't find written up in the front pages the story of two experiments that didn't go over. As an honest, upright editor, we take upon ourselves the unhappy pleasure of spilling the dirt. He continues:

Two tests were comparative flops. One was in a large drug store in a large Eastern city—a store whose annual sales run up over \$250,000, of which rubber goods' share was estimated at \$3,000.

The store was too big. Our lone representative was lost among the thirty-five clerks. Of the 2,000 thirty-five clerks. Of the 2,000 daily customers in the store, he was able to wait on only about sixty each day. Under the conditions, he didn't have a Chinaman's chance. The other flop was in a Southern city. At the conclusion of the test

the records showed a 100 per cent increase in the sale of rubber goods. increase in the sale of rubber goods. But neither rubber goods nor prescriptions cut much of a figure in this store's daily totals. The soda fountain was practically the only basis for the store's existence. To illustrate, out of 761 customers served in the store on one day of the start. 700 mere fountain surfer. illustrate, out of 761 customers served in the store on one day of the test, 700 were fountain customers. It saddens us to think of the years apent by the proprietor in acquiring his professional education and experience, only to have it wither, unexercised, in the rarefied atmosphere of a high-class Coca-Cola and confectionery emporium. Somehow it seems to us about on a par with putting Lindbergh in charge of the circle swing at an amusement park.

Well, that's our story. Now let the other fellow call us "traitor" if he wants to. What do we care, so long as we've discharged our editorial duty honestly.

The successful tests have proved that the average druggist can triple

that the average druggist can triple his business in a high-profit depart-ment if he wants to. The unsuc-cessful tests prove that there are exceptions to the rule.

It seems like a very logical and friendly way of telling the low-down without spoiling the good news. Its semi-humorous treatment and the heading, "Treason," take any possible sting away from it and it seems logical to believe that every dealer who read the story of the two flops had his opinion of the other successful tests increased by a great deal. The story of a flop, the frank admission that sometimes things don't go as they are planned, is almost guaranteed to build confidence and good-will.

d



Planning effective sales work Before the advertising starts

Here is a long looked for book that gives data by states, counties, towns of 1000 up, and the 100 principal markets

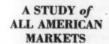
THE QUESTION today is how to tie up advertising more closely with the machinery of distribution. Sales activity must be planned on intelligent information if it is to succeed.

No more up-to-the-minute commercial data for this purpose is available than that furnished by the new edition of "A Study of American Markets." Sponsored by leading newspaper publishers in cities of 100,000 population and over, it goes farther than these trade territories and gives a complete statistical picture of the entire United States.

Everything is standardized, regardless of territory, and easy to look up as a telephone number. Twenty-four retail classifications are made, seven wholesale, six chain stores. Latest checks on savings deposits, population, are given and maps of states, counties and trading areas.

How to Get Your Copy

The gratis distribution of this volume is limited to business executives who are interested in the utility of newspaper advertising. Inquiries should be written on business stationery and \$1 enclosed to cover postage and packing. Otherwise The 100,000 Group of American Cities reserves the right to charge the production cost of \$15 a copy.



New Edition



The 100,000 Group of American Cities

400 West Madison St.

Chicago, Ill.

110 East 42nd Street, New York City

Chains Will Now Court Public Opinion in Earnest

(Continued from page 41)
mercial family town, then the retailer and the chain-store manager
are gleaners in the same field.

"It is important to inquire what the chain store can do not only to serve its customers but to do its share in developing the community. This matter is no mere sentiment. Helping to develop the community is helping to develop the area out of which business comes.

"It is generally conceded that chain stores serve the community with good merchandise. But they must not stop at that. Every chain should be in itself a Better Business Bureau for its community, doing everything within the area of its own operation to protect the public from every angle of retail trading. To set up that gospel and to do all we can through local business organizations to support it, will in itself constitute a worth-while contribution.

"I believe that the method of taking an interest in the affairs of a community should be through our managers. Any man who is capable of making community contributions in other ways. We should make our local representatives truly representatives.

"We should draw a fine line between standardization of methods and men. I am averse to placing machine-made men in our stores. The local manager should be given every opportunity to develop in ability, to become a local merchant on a par, at least, in intelligence, business ability, citizenship and social set-up, with the representative business men of the town."

Advises Mergers to Use Advertising Unselfishly

F. H. MASSMANN, vice-president of the National Tea Company, Chicago, spoke, "right out in meeting" about certain discrepancies, as he saw them, in the operation of recent mergers—particularly those in food products lines. He warned the heads of those organizations that if they did not use advertising unselfishly, so that its economic benefits could be passed along to the consumer, the net effect of the merger idea might be costly.

There are unquestionable opportunities for great economies in many of these production mergers. if properly operated," he said. "The cost of raw material can be brought to manufacturing plants more economically, great savings can be made in manufacturing, selling, shipping, and advertising costs. and overhead. To date, little, if any, of the savings have reached the distributor or con-sumer. It is obvious that the intent of those directing these larger manufacturing organizations is to develop a great popularity for their brands of merchandise.'

Enormous amounts are being invested in advertising by large companies, Mr. Massmann declared, "from none of which the consuming public derives any specific benefit, other than to let them know what the manufacturer is produc-

"I do not want to be interpreted," he continued, "as opposing advertising as such, for to deny the public the enlightenment brought out by advertising would be ridiculous. I simply want to point out that the use of it for selfish endeavors is undesirable. Informing the public of the merits and advantages of an article, thus popularizing same with the consumer, thereby making mass production possible because of the large sale created therefor, is commendable, providing the economies thus created are passed on to the consumer.

"The theory advanced that the giant manufacturers would control raw material is unlikely because in the field of raw material production mergers and co-operative marketing organizations are springing up daily. These are not likely to permit some other branch of the industry to obtain control and will do everything in their power to

the

of did

be the ght

in ers, The ght

being,

ery

onin-

ger

to

in-

m-

ed,

m-

ific

uc-

d,"

er-

ght

cu-

out

en-

id-

11-

er,

on

le, re-

m-

"—a thorough, well-considered study of one of the most difficult problems of management!"—PRINTERS' INK

SALES QUOTAS

A Manual for Sales Managers

By

PERCIVAL WHITE

Marketing Counselor, White & Parton, Inc. Author of "Scientific Marketing Management," etc.

JUST PUBLISHED!



A book invaluable for sales and advertising managers, advertising agencies who act as merchandising counsel for their clients, and marketing analysts. It makes available, for the first time, the principles of quota setting, and supports its explanations with concrete examples drawn from the most successful American experience.

It tells in detail how to lay out salesmen's territories, what are the logical trading areas for your product, on what basis you should remunerate salesmen, on what quotas depend

for success.

Endorsed By Experts!

"Sales executives will find here the way not only to larger gross, but, which is far more important, lower cost per sale."— A. M. Crossley, Crossley Inc., Market Analysts.

"In his new book, Percival White has surpassed himself. Invaluable to those who are still grapping with the problem and the few who are well along the way."—Stanley I. Clark, Director of Sales Research, Lehn and Fink.

The material is presented in a way to make it valuable not only to those who wish to initiate a quota system, but also to those who wish to check on the efficiency of systems now in use.

81	88 Pages Pri	ice, \$4.00
_	FREE EXAMINATION FOR	RM PI-10
	HARPER & BROTHERS 49 East 33rd St., New York Send me a copy of Sales Quotas, \$4.00	III.
	☐ I will remit \$4 in 10 days or book.	return
	☐ Check is enclosed. ☐ Send	C.O.D.
	Name	

(Please fill in)

Business Connection.

he rol in

icirng to he

ill to

mai ket

ave

hav nur me wh

the con

mo

tur

har

She

cor

ter

qui

suc

ac

are

hig

pol

cor

rap

wo

wo

and

cor

suc

wi

org

der fur fac

ha:

cre

cet

bel

WATERBURY

CONNECTICUT

The Brass Center of the World

a prominent Waterbury is manufacturing center. Here, more than 60% of the Nation's brass is made. Such nationally famous brass and copper manufacturers as Anaconda, Chase and Scovill are located in this thriving city. Statistics indicate that the use of brass and copper is steadily on the increase, resulting in a continual busy condition in Waterbury factories. Bank figures indicate that the industrial workers of Waterbury are exceptionally prosper-ous. AN EXCELLENT MAR-KET FOR ANY NATIONAL ADVERTISER.

SCOVILL BRASS-BRONZE NICKEL SILVER



The mark that identifies good Brass and Copper products



Brass — Bronze — Copper Nickel Silver The Waterbury territory can be thoroughly covered at one cost. More than 4 out of every 5 English reading families in Waterbury, who read a Waterbury newspaper, read the Republican or the American and in the suburban and country territory, these newspapers dominate supreme.

WATERBURY REPUBLICAN

AND

Waterbury American.

GİLMAN, NICOLL & RUTHMAN National Representatives

New York

Boston

Chicago

Detroit

San Francisco

maintain competitive buying mar-

kets for their products.

"Another charge is that the manufacturer will seek his own avenue of distribution to the consumer. This threat or theory may have come into being because a number of the larger more recent mergers, by adopting sales policies which had the appearance of being born as a result of power felt by these giant corporations, caused considerable resentment on the part of the distributors of their commodities. This is unfortunate, as it is very essential that manufacturer and distributor go hand in hand in marketing any product. Should these large manufacturing corporations insist on unreasonable terms to their distributors, it is quite natural that they will resent such action by all the powers at their command. Distributors have a definite function to perform and are going to perform it. They are highly developed and if effort to oppress them is evidenced they are in a position to enter the manufacturing field of many commodities, popularize a brand or brands of their own, and with their point of contact with the consumer make rapid progress toward the acceptance of same. This naturally would force the manufacturer of such articles to seek to establish his own distribution field which would result in a competitive battle and would again create the needed competitive condition.

"I am convinced, though, that such drastic action on either side will be avoided; that men higher up in the management of large manufacturing and distributing organizations will meet on a common ground, exchange ideas and develop a proper basis which will cause each to carry on its own function on a practical basis satisfactory to one another. Once a common ground of understanding has been laid, future difficulties will be more easily ironed out.

"If the public's rights are encroached upon and the economies created by mergers are usurped by certain classes the evolution will end in disaster. On the other hand —and I say this because I firmly believe that business prosperity and progress depend upon the percentage of prosperity existing among the people as a whole—by its economies passed on down to the ultimate consumer and the masses of our people, this merger era will elevate our American standard to a pinnacle the height of which was never before dreamed—by shortening their hours of labor, increasing their earnings, and making it possible for them to enjoy the bigger things in life that only a short time ago were possible for a comparative few."

The Farmer Is Not Opposed to the Chain-Store Idea

JOHN BRANDT, president of Land O'Lakes Creameries, Inc., in addressing the convention, emphatically dissented from the commonly accepted idea that the farmer is opposed to the chain system as such.

As a matter of fact, according to Mr. Brandt, the farmer is quick to see the economic value of a chain store, and is beginning to see that an adaptation of chain methods would be the best possible thing for him to apply to his own

"Experience has proved," he said, "that where a chain store is placed in a rural community the farmer is its best customer. He has learned, through years of financial stress, to save every possible dollar. In making his purchases, he does not buy in small quantities requiring a great deal of service and extra cost of packaging. He buys his requirements for three or four days or a week, all at one time, and whatever economies are reflected show up materially in

large quantity purchases.

"The farmer also realizes that the coming of the chain store has made better merchandisers out of individual retailers. They have had to use better business judgment in the purchase and sales of their products. The inefficient merchant has been eliminated. The independent retailer has found it necessary, through chain arrange-

ments with wholesalers, to make his purchases in conjunction with other retailers in order to effect savings in his purchases to meet the price of the larger chain-store

groups.

"The solution to the great agricultural problem will not come through legislative action but must come about through the organization of large producer groups that will maintain an equal bargaining power with chain distributors and through these two organizations bring to the consumer products at least possible cost of distribution. It is only through bringing back to the producer a greater share of the consumer's dollar that agriculture can be materially helped. I am firm in my belief that we have this solution through your method and ours.

"Farm prosperity affects the prosperity of the whole nation and for this reason it is necessary that farmers receive prices for their products that reflect a fair trade value for their products in relation to such articles as they must purchase. Their ability to buy affects the wages paid consumers, most of whom are in the business of producing necessities such as food. clothing or other present-day comforts and pleasures, and as the chain stores arose to the need of greater economy in distribution, the co-operative groups today are rising to the great need of standardizing and improving the quality of their products, and through their organization equalizing the bargaining power between producer and distributor that will bring about the proper balance and relationship between what the farmer receives for what he produces and what the consumer must pay for the product.

"When the Land O'Lakes Creameries, Inc., was first organized, warning was sounded from every direction against the danger of selling direct to the chain buyer. But, realizing as we did that whatever effected economy and distribution of our products should be the system to follow, we disregarded all warnings and today nearly 75 per cent of all products sold are sold through chain organizations. We have found them to be upright and honorable in their dealings, and I here declare without hesitation that the Land O'Lakes Creameries, Inc., would not be where it is to-day had it ignored the possibilities of sales of its products through the chain-store system."

Heads American Trade Association Executives

Montie L. Heminway, of the Motor & Equipment Association, New York, was elected president of the American Trade Association Executives at their tenth annual meeting held recently at Wawasse, Ind. Leslie C. Smith, of the National Association of Ice Industries, Chicago, was elected vice-president. Warner S. Hays, of the National Slate Association, Philadelphia, was made secretary-treasurer.

The following members of the executive committee were elected: William

tive committee were elected: William Whitfield Woods, Institute of American Meat Packers, Chicago, to serve for one year; Channing E. Sweitzer, National Retail Dry Goods Association, New York, to serve for the West American Medium Page 1881 Retail Dry Goods Association, New York, to serve for two years, and Ned P. Chalfant, National Standard Parts Association, Detroit, Junior Owens, American Bottlers of Carbonated Beverages, Washington, D. C. Frank Dunning, National Builders' Supply Association, Cleveland, and Roscoe E. Edlund, Association of American Soap & Glycerine Products, Inc., New York, all to serve for three years.

Richmond, Va., "New Leader" Advances R. S. Stephenson

R. S. Stephenson, formerly a member of the local display advertising staff of the Richmond, Va., News Lesder has been appointed national advertising manager. He succeeds Ashby B. Land, who has resigned to become Southern divisional sales manager of the Amrad Corporation, Medford Hillside, Mass. manufacturer of radio receivers and condensers.

C. P. Parcher with Badger & Browning

Clifford P. Parcher, formerly with Wm. B. Remington, Inc., Springfield, Mass., advertising agency, has joined Badger & Browning, Inc., Boston ad-vertising agency, as an account execu-tive. He was, at one time, assistant advertising manager of the Burnham & Morrill Company, Portland, Me.

Death of H. C. Miller

Harry C. Miller, general manager of manufacturers' sales of the B. F. Good-rich Company, Akron, Ohio, died re-cently at Detroit. He had been with the Goodrich company for thirty-four years in various sales capacities. He was fifty-four years old at the time of

Announcing

Another increase in circulation and a corresponding adjustment in advertising rates.

\$300 per page effective Jan. 1st, 1930

All orders placed before December 31st, will enjoy old rate through next year to December 31, 1930.

Current rate based on guaranteed net paid circulation of 49,000.

New rate based on guaranteed net paid circulation in excess of 60,000.

Member of A. B. C.

American Girl

Published by THE GIRL SCOUTS, Inc. 670 Lexington Avenue, New York

NATHANIAL H. JONES, in charge of Advertising

Philadelphia Harry E. Hyde 548 Drexel Bldg.

Chicago Powers & Stone, Inc. 1st Nat. Bank Bldg. Los Angeles Hallett E. Cole 122 E. 7th St.

Wewanta few more high-grade salesmen

We advertise in Printers' Ink because the type of man who reads Printers' Ink can appreciate the points involved in selling a high type, nationally advertised tree service such as ours.

Previous experience in our line is not necessary. To the men who qualify we offer an immediate'y worth-while income and every assistance and co-operation to grow with us at the rate we are grow-We have background and service developed to a degree which appeals at once to the high grade clientele we serve. for detai's at once.

The F. A. BARTLETT TREE EXPERT Company STAMFORD, CONN.

SALES MANAGER

Under whose direction a large volume of business has been produced at low selling cost, would like to become associated with manufacturing company needing a combination of selling, merchandising and executive ability.

Experience includes sale of varied lines in person, thru salesmen, and direct by mail to manufacturers, dealers and consumers. Personal sales include scores of orders of \$1,000 to \$30,000 each.

Under my management one well known manufacturer's sales doubled in 3 years; another's increased \$100,000 in 4 years: still another's increased fourfold in 6 years.

Preference for Eastern location. Address "M." Box 192. Printers' Ink.

There Are Several Kinds of Testimonial Advertising

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY OF MILWAUKEE MILWAUKEE, WIS.

Editor of PRINTERS' INK:
Will you please be kind enough
to refer me to some articles which
you ran in some of your recent
numbers, or perhaps not so very
recent, touching on the subject of
"testimonial advertising"?
I trust this is not asking too much
of you. I will then refer to the
library here if I cannot find the
same in my own copies.

same in my own copies.

ROBERT L. BOWEN.

ESTIMONIAL advertising is not merely one question or subiect, but several. There is the large subject of the abuse of the testimonial-where the testimonial is used by a dishonest advertiser to advertise a worthless product or where the testimonial is false. Then there is the subject of paid testimonials by celebrities upon which question many advertising men hold divers views, from those who hold the practice to be wholly ethical and business-like to those who regard it as one which is undermining the effectiveness of all advertising. Between these two extremes are many qualified opin-Several advertisers counteions. nance the paid testimonial when the celebrity actually uses the product. Others countenance it only when the celebrity buys and pays for it as distinguished from having it supplied to him without charge. Others maintain that no testimonial is honest (i. e., so far as the consumer is concerned) if the one who gives it takes money for giving it.

Besides these questionable uses there are the many approved and long-tried uses of the regular testimonial-the good old-fashioned brand that has been used by reputable advertisers from immemorial time. This kind of testimonial has three distinguishing characteristics: First, the person who gives it has no identity or reputation apart from the character of being an owner and user of the product; second, the testimonial is actually written by the person signing it and is an



OUTLOOK

and Independent

ANNOUNCES

THE

APPOINTMENT

OF

POWERS & STONE

as its representatives

IN THE

MID-WEST

and

NEW ENGLAND

territories

EFFECTIVE OCTOBER 1st, 1929

NEW YORK CITY 369 Lexington Ave. CHICAGO 861 First National Bank Bldg.

exp fide thir

the test

ticl

in I

pha

esti

W"

has

sto

Of course, they aren't making 15 per cent

There is a delusion, quite common at that, that advertising agencies get 15 per cent on their gross revenue. In fact, some agencies do their cost-projecting on that basis. There are, however, few agencies that make exactly 15 per cent, and there are very few accounts in which this percentage carries through.

That is just one of the things an agency must consider when it sets up a system of cost-finding. There are plenty of others if the agency is to work out its costs on a scientific basis.

J. H. Eydeler, treasurer, H. E. Lesan Advertising Agency, has made a careful study of the subject of costs. He has a keen appreciation of the importance to the agency of a well-organized and properly regulated cost accounting system.

Because he has made such a thorough study of the subject and because he realizes its importance, he has written an article which takes theory and puts it into practice, which removes figures from the realm of the uninteresting. Every agency executive should read

"Cost Finding in Agency Practice"

in the October issue of

Printers' Ink Monthly

expression of opinion by a bona fide user of the commodity; and, third, the testimonial is not paid

So much has been published in the PRINTERS' INK Publications on testimonial advertising that readers requesting titles and dates of articles will save much of their time in looking up the articles they want if they will indicate the particular phase of the subject they are interested in, such as, "The Use of the Testimonial in Industrial Copy,"
"What Kind of Testimonials Do
Farmers Read," and the like. References to articles will be sent on request to those writing for them. -[Ed. PRINTERS' INK.

Shattuck Company Acquires W. F. Schrafft & Sons

The Frank G. Shattuck Company, owner and operator of the Schrafit's chain of candy stores and restaurants, has purchased the entire outstanding stock of the W. F. Schrafit & Sons Corporation, Boston, manufacturer of Schrafit's chocolates. The Shattuck company will now have the exclusive use of the name "Schrafit's." No change in policy or management of the company is contemplated.

Leonard Bertoli Appointed by Du Pont Viscoloid

Leonard Bertoli, formerly sales man-ager of the Fuller-Morrison Drug Company, Chicago, has been appointed as-sistant to the director of sales of the Du Pont Viscoloid Company, New York. He will be engaged in the promotion of wholesale drug sales throughout the United States.

Join Alemite Advertising Staff

James Deering, recently with Blackett-Sample-Hummert, Inc., and, formerly, with Henri, Hurst & McDonald, Inc., both of Chicago, has joined the advertising department of the Alemite Manufacturing Corporation, Chicago.

H. M. Bourland, formerly publicity manager of the Sears Roebuck Agricultural Foundation, has also joined the Alemite advertising staff.

T. R. Johnson Joins Buchen Agency

Tom R. Johnson, formerly of the advertising department of the Oliver Chilled Plow Works, South Bend, Ind., a division of the Oliver Farm Equipment Company, Chicago, has joined the copy staff of The Buchen Company, Chicago advertising agency.

WANTED

Aggressive, hard-working young man to enter unusual business. Now making real money. Capital investment possible but not essential. Rapidly expanding line. To the right man unusual opportunity is offered

JOHN W. SURBRUG 77 Chambers Street

A CLEVER --- -- IDEA MAN WELL-KNOWN PHOTOGRAPHER

Have united ----Just to serve One agency a little better.

They wish to devote their combined experience and knowledge to creating advertising visuals and illustrations in trend with the progress of advertising . . . To hit the bull's-eye forcefully but elegantly . . .

It will benefit you to write for particulars.

"J," Box 195, PRINTERS' INK

Copy Writer

With Extensive Direct Mail Experience. Writer of convincing, business-producing copy seeks a position where his creative ability and experience can be used to advantage.

Familiar with many different lines of manufacturing business. Experience includes 5 years personal selling. Advertisements and direct mail pieces for which he furnished the ideas, layouts and copy have produced a large volume of inquiries and orders at low cost.

Address "A," Box 193, Printers' Ink.

Advertising Manager Wants To Locate in Toledo, Detroit or Cleveland

Young man with ten years' experience as Associate Editor, House Organ and Copy Expert and Advertising Manager of a national trade journal must locate in one of the above cities or near vicinity for family reasons. Will consider major position in advertising department of some responsible concern or agency connection. Could bring several accounts to an agency. Salary \$10,000.

Address "X," Box 54, P. I.

Four Main Accomplishments of Modern Advertising

(Continued from page 6)
has formed of coming out in the open, of discussing frankly before the American people the quality of its product, the character of its ideals, the goal it has set up for itself—that habit has been one of the great things in lifting the whole standard of business ethics and business practice, and giving us a different business life than we had in this country even ten years ago and a different business life than we find anywhere else in the world.

I have never said—I have been careful never to allow myself to say—that advertising is anywhere near perfect. It is very wasteful. It is very imperfect. It has all the imperfections of every other human institution, but when people tell me that it is wasteful, that it speaks to a thousand in order to influence one, I say: "Certainly it does. But so does the Church."

When they tell me that it often encourages people to want too much and to live beyond their means, I say: "Sometimes, so does matrimony."

And when they tell me that it is garrulous and redundant I say: "So often times is the United States Senate."

With all its imperfections, with all its newness and its crudeness, with all its tremendous waste that we inevitably have, when you try in this busy world to somehow catch the attention of 125,000,000 people, with all these imperfections, it is, I think, one of the forces, just as your industry is one of the forces which is working for more effective distribution, for more economy and for higher ideals, in this great enterprise of feeding and clothing and housing the American people.

Elgin, Ill., "Courier-News" Advances E. C. Gage

Everett C. Gage has been appointed manager of the advertising department of the Elgin, Ill., Courier-News. He has been with the advertising staff six years.

THE SPORTSMAN

Announces

THE APPOINTMENT OF EARLE L. TOWNSEND (formerly with Spur)

AS
EASTERN ADVERTISING
MANAGER

RALF COYKENDALL Advertising Manager

11 EAST 44th STREET NEW YORK

THE SPORTSMAN

Artists Looking For Advertising Man Who Is Looking For Artists

An organization of five free-lance creative artists in a city a few hours' ride from New York wants to make an arrangement with advertising man anywhere to do some of his artwork. In business eight years doing artwork for nationally known companies. Attractive proposition. Confidential. Address "Y." Box 133, Printers' Ink

PUBLICITY

INDIVIDUAL, BUSINESS **ORGANIZATIONS**

Phone WISconsin 9144

JOHN A. MORAN and Associates

140 WEST 42nd ST. NEW YORK

RATHER A FEW JOBS VERY WELL DONE, THAN MANY JOBS NOT SO WELL DONE



August Becker Corporation Purveyors of Printing to Advertising Agencies 300 Graham Ave. Brooklyn



26 CHAPTERS REPLETE WITH CONSTRUCTIVE IDEAS \$4.50-Mailed on 5 days' Approval LLOYD PUBLISHING CO., 175-5th Ave., N.Y.C.

Insurance Advertisers to Meet

The Insurance Advertising Conference will hold its annual convention at Cleveland October 6 to 9, previous to the annual meeting of the Direct Mail Advertising Association, which is to be held at that city October 9 to 11.

On October 7 group meetings and general discussions will take place. On the afternoon of October 8, J. L. Frazier editor of the Inland Printer, and F. M. Feiker. managing director, Associated The Insurance Advertising Confer-

Feiker, managing director, Associated Business Papers, will speak. The morn-ing of October 9 will be devoted to executive sessions and business meet-

ings.

Harold E. Taylor, advertising manager of The American of Newark and its affiliated companies, chairman of the companies of the companies and Chauncey S. fire insurance group, and Chauncey S. S. Miller, vice-chairman, will lead a discussion on each of twelve chosen topics pertaining to insurance advertis-

topics pertaining to insurance adverusing.

The life group meeting will be held on the afternoon of October 7, under the co-chairmanship of Lorry A. Jacobs, of the Southland Life Insurance Company, and Alvin T. Haley, of the Jefferson Standard Life Insurance Company. Discussions will be held on ten different topics, classified under advertising in various mediums.

The second session of this group, under Henry Putnam, of the John Hancock Life Insurance Company, will be of an executive nature.

cock Life Insurance Company, will be
of an executive nature.

The first session of the casualty and
surety group, will be an experience
meeting, at which specimen advertising
forms and complete campaigns will be
studied. The second session of this
group will be a round table conference
at which general problems of production
and sales promotion as well as the relation of the advertising department to
other branches of a company's business other branches of a company's business will be discussed.

Parker Pen Increases Advertising Appropriation

The Parker Pen Company, Janes-ville, Wis., has appropriated an addi-tional \$100,000 for fall and Christmas advertising. This appropriation, the advertising. This appropriation, the company reports, makes a total of approximately \$485,000 which is being spent in the United States during the fall months of September, October, November and December. This appropriation is divided among magazines, newspapers, business papers and college papers. An additional expenditure for window displays, direct mail and circulars also will be made.

With these additions, the Parker advertising appropriation, foreign and

vertising appropriation, foreign and domestic, which is based on sales, now amounts to more than \$1,000,000.

Miss Mollie Gibbons with New York "Evening Journal"

Miss Mollie Gibbons, formerly of Harper's Basser, has been appointed director of fashion advertising of the New York Evening Journal.

MAURICE H. NEEDHAM COMPANY

announces that Mr. John J. Louis, formerly Vice-President, Charles Daniel Frey Company, is now associated with this firm as Vice-President.

The name of MR. Louis and that of MR. Melvin Brorby, Secretary of the Company since its inception, are being incorporated in the firm name which hereafter will be

NEEDHAM, LOUIS and BRORBY, Inc.

360 North Michigan Avenue, Chicago

MAURICE H. NEEDHAM
JOHN J. LOUIS
MELVIN BRORBY

OTTO R. STADELMAN CULBRETH SUDLER E. WILLIS JONES WILLIAM P. COWAN HELEN WING ERWIN A. MIESSLER

Members:

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
NATIONAL OUTDOOR ADVERTISING BUREAU
AUDIT BUREAU OF CIRCULATIONS

PRINTERS' INK

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. Romer. Vice-President, R. W. LAWRING: Treasurer, David Marcus. Sales Manager, Douglas Taylor.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager. Atlanta Office: 87 W GEO. M. KOHN, Manager. 87 Walton Street, St. Louis Office: 915 C. A. D. McKinney, Manager. 915 Olive Street,

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum. \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor ROBERT W PALMER, Managing Editor ROV DICKINSON, Associate Editor BERNARD A. GRIMES, News Editor

BDITORIAL STAFF
ee Roland Cole
Andrew M. Howe
ittle Eldridge Petersom
Don Masson
Rexford Daniels C. B. Larrabee E. B. Weiss Arthur H. Little Thomas F. Walah H. W. Marks

A. H. Deute, Special Contributor Chicago: G. A. Nichols Frederic Read Philip H. Erbes, Jr. London: Thomas Russell

NEW YORK, OCTOBER 3, 1929

Merging for Growing's Sake

"It is not our ambition to extend our activities for the sake of size.

is a definite plan There Thus hind all our transactions." Ivar Kreuger, head of one of Europe's largest business enterprises, Kreuger & Toll, explains that company's policy of expansion. He was discussing the company's latest acquisition of ten leading Swedish saw mills and was quoted in the London Financial Times.

This would appear to be doctrine that some of our American merger-mad manufacturers are ig-While such reasons as noring. "savings through the consolidation of departments" are given when mergers are announced, often, we suspect, the real reason is a desire to grow bigger, to become the largest in the field.

Unless some tangible, worth-

while benefit is to result from a consolidation there can be little excuse for its consummation. without reason is apt to become unwieldy. Too many cooks may spoil some of our large business broths. Few economies are going to result from merging companies which manufacture totally unrelated products merely for the sake of bringing their management under one Each would probably enjoy a more sensible growth if permitted to increase its income in its own independent way.

Every extension of a company's operations should be carried out according to a definite plan, as Mr. Kreuger says Kreuger & Toll are doing. There should be no growing merely for growing's sake.

Plagiarism. To Stop like poison-ivy, while not fatal is tre-Plagiarism mendously irritating. Since advertising requires creative thought and the crop of creative thinkers is always considerably smaller than the demand, plagiarism is bound to be found now and then in advertisements. As advertising grows in volume, plagiarism tends to grow in proportion to the volume.

It is easy to be sympathetic with the creator of new ideas in layout or copy, who, after spending hours or even months in the throes of creative effort, finds that competitors, or men in other lines of business, have calmly appropriated his ideas. Such appropriation differs from downright theft only in that you can usually prosecute the thief successfully whereas the plagiarist is a slippery customer and usually gets away scot free.

It is doubtful if at the present time there is proportionately any more advertising plagiarism than there has been in the past, but recently there have been several interesting and glaring examples which have brought the subject to the fore, particularly among advertising agents.

To the agents whose ideas have been, to use a good word from the vulgate, swiped, there is little that can be offered beyond a sincere sympathy. Their only comes from the satisfaction

rant first, a cla Fo is a aside Since ever point migh who since buy The nour ounc 5000 amo conf

Oct. know

thing

T has The tedie seco plag disc Thi plea rule pag who rece star F sort

ethi

sevi

who

plea

plag

lem of ger ter Me Sto Mo ten

cia str me cha knowing that they have done something meritorious enough to warrant theft—and that, having done it first, they have more or less staked

a claim.

For the offenders, however, there is a word of warning. Casting aside all ethical considerations, since these have no weight whatever with the plagiarist, we may point out that imitation is, at best, mighty poor business. The artist who copies soon loses his markets, since ethical advertisers refuse to buy from those they cannot trust. The agent, who believes that a pound of plagiarism is worth an ounce of creative thought any day, finds himself discredited among both his clients and his No one trusts confreres. plagiarist.

The ethical advertiser or agent has only two means of recourse. The first, the law, promises only tedious litigation with the slenderest possibilities of redress. The second is a polite warning to the plagiarist that his crime has been discovered and is not appreciated. This often leads to certain unpleasant correspondence, but as a rule it results in a definite stoppage of the plagiarism. One agent, who has used this system twice recently, tells us that in both in-

stances it was effective.

Few advertisers consciously resort to plagiarism. Once the crime is called to the attention of the ethical advertiser, he is quick to sever relations with those persons who have involved him in an unpleasant business practice.

Knowlng Where to Sell "Choosing tomorrow's markets is the outstanding management probthis is the keynote

lem of today." This is the keynote of an article by Walter F. Wyman, general sales manager, The Carter's Ink Company, and Henry H. Morse, vice-president, Florence Stove Company, in PRINTERS' INK MONTHLY for October. It is a sentence which keen management officials everywhere will recognize as striking at the heart of the current merchandising situation.

A few years ago, when the mechanics of how to sell were only partially known, management had to turn its mind to the problem of increasing the efficiency of the salesman. This problem, while it may never be entirely solved, has at least been solved to the point where it is fast becoming of secondary importance.

Today American business moving rapidly toward a new goal. The rapid increase in transportation facilities with a resultant remaking of marketing maps; the growth of the chain, with the resulant renaissance of the independent; the spectacular developments that are coming with the new popularity of the merger; the ante-bellum education of the American manufacturer in export selling; all of these have complicated the problem of management and have forced a new trend in executive thinking. When out of 340

management officials, more than 300 place "how to sell" as one of the big problems of today, it becomes apparent that selling is definitely entering a new cycle.

What this may mean is difficult at present to predict accurately.

Mr. Wyman and Mr. Morse believe that it is taking selling activities out of the sphere of the sales executive alone and bringing them into the sphere of the general management executive. Henry S. Dennison, president, Dennison Manufacturing Company, looks for as big a revolution in sales management as that which has taken place in production management. Other observers prophesy startling

changes in market analysis and research activities.

For some advertisers the answer to "where to sell" will be found in small towns. For others it will be found in large cities or abroad. Others will find that they must cast aside the chain as a factor in distribution while still others will finally throw their lot with the chain and forget the independent. All of these decisions are becoming increasingly important.

The answer cannot be found easily or without extensive analysis, research and inventory. The only safe prophecy today is that the pep letter school of management is on the wane and that the

new sales executive is looking beyond the edge of his desk into a future that is alive with new opportunities.

Making the The methods of building good-will Turndown for an organiza-Helpful tion range all the

way from training drivers of trucks to obey road rules to changing the advertising copy from overstatement to under-statement. Almost every individual connected with a business has some share in building up or tearing down goodwill, and this is especially true of the man who buys products and

who hires personnel.

One of the latter, addressing a group of management executives a short time ago, told them how he came to adopt a plan which has been instrumental in winning a large amount of good-will for his company. It is this man's duty to select and hire salesmen for a large manufacturing organization in a city some distance from the main centers of population. His method is to advertise in a list of publications for the type of man needed, sort out the replies, and then pay the expenses of a limited number of men to the home office for complete interviews. It was usual, in the past, to hire five men out of the thirty or forty who may have applied and to turn down the other men in the old-fashioned method.

But some time ago, a man who came with the highest sort of recommendations and who seemed to be well qualified for the post was turned down by the sales manager because he knew as soon as the man walked into his office that he was not going to like him. He was extremely aggressive and in a few minutes' talk he developed a characteristic manner which satisfied the sales manager that he would never be the sort who could co-operate with anyone. The man went away feeling quite sure that he was going to land the position because his letters of recommendation had been so unusual. But the sales manager sat down and wrote him a letter telling him exactly what impression he had made and

what characteristics he thought the man had developed which would make other people afraid of hiring him. In other words, he took a chance on writing the frankest sort of helpful letter of turndown.

Within three weeks this man wrote back and said that he appreciated the letter more than any he had ever received. He further added that several people had turned him down but no one had told him why. He had taken to heart the suggestion made by the sales manager and would change his ways. This man, within a few years, was in a position to do a great deal of good for the company which had turned him down. and when he acted in a friendly way he wrote again to tell what an impression the tactful turndown had made on him.

Taking some trouble in writing the letter of turndown for the unsuccessful applicant is now a defi-nite part of that particular company's policy. It doesn't take long and it may be the means of changing a man's whole outlook upon The plan is worth thinking life.

about.

Goldsboro, N. C., Papers Merge

Merge
The Goldsboro, N. C., Argus and the Goldsboro News will be merged to form the Goldsboro News-Argus, a six-day evening daily. Talbor Patrick, formerly publisher of the Argus, will be president and managing editor of the new paper. A. W. Huckle, of the Argus, will be vice-president and B. A. Lowrance, also of the Argus, will be editor. Henry Belk, formerly editor of the News, will be advertising manager and M. L. Block, also of the News, will be national advertising manager.

The Thomas F. Clark Company, publishers' representative, has been appointed national advertising representative for the News-Argus.

tive for the News-Argus.

S. J. McKinley Heads Missouri Outdoor Advertisers

Sam J. McKinley, manager of the St. Louis branch of the General Outdoor Advertising Company, was elected presi-dent of the Missouri Outdoor Advertis-ing Association at its convention held recently at Springfield, Mo. George Olendorf, of Springfield, was elected secretary-treasurer and Kirk

elected secretary-treasurer and Kirk Jones, of Desoto, vice-president. C. U. Philley, of St. Joseph, W. D. Houston, of Kirksville, and J. G. Heimburger are

the new directors.

Newell-Emmett Company

Incorporated

Advertising Merchandising Counsel
40 EAST 34TH STREET
New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPERLATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.
Western Electric Co.
Snider Packing Corporation
Loose-Wiles Biscuit Co.
Graybar Electric Company
Association of American Soap
and Glycerine Producers

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Condé Nast Group Plays for Golfing Honors

William T. Hamilton, Eastern adver-tising director of the Condé Nast Group, won permanent possession of the Crownwon permanent possession of the Crowninshield cup by leading a field of fifty in the annual fall golf tournament of the Condé Nast Publications held at the Knollwood Country Club, White Plains, N. Y., last week. William E. Beckerle, treasurer of the Condé Nast Publications, tied with Hamilton for 27 holes up to the last put on the last green, taking 134 to Hamilton's 133.

Wells Dreshaush Eastern advertising.

taking 134 to Hamilton's 133.
Wells Drorbaugh, Eastern advertising manager of House & Garden, won low

net, 147-33-114, for the 27 holes. John B. Windrum, manager of the makeup department, won the first of the thirteen flights, with F. L. Wurzthe thirteen flights, burg, managing director, taking the con-solation.

The second flight went to Arnold Shoop, of the Western advertising staff, with Frank Crowninshield, editor of Vanity Fair, runner-up.

Condé Nast won the third flight, with Mel Hunt, of the Western advertising

L. D. Fernald, assistant general manager, won the fourth flight, with D. E. Foster, manager of the Vogue Pattern

Company, runner-up.
Other flight and consolation winners

were:
Fifth flight: J. H. Ramsey, circulation counsellor; George H. Sallaway.
Sixth flight: Raymond W. Welch,
Eastern advertising manager; Frank F.
Soule, Western advertising manager.
Seventh flight: Thomas Masson, Jr.,
of the New England advertising staff;
James Meehan, of the New England
advertising staff.

advertising staff. Eighth flight:

Eighth flight: Samuel Moore, Jr.; Phil Reling, of the Western advertising

Minth flight: Howard Wheeler, man-ger Vogue Syndicate; Louis Gordon. Tenth flight: Malcolm Scott, manager the Condé Nast Travel Bureau; Jerry Ryan.

Eleventh flight: Frank A. Sweet; Fred

Steidinger. Twelfth flight: John W. Snowden; Andrew Sheehan.

Thirteenth flight: Innes Brown, man-aging editor of the American Golfer; Donald Freeman, managing editor of Freeman, managing editor of Vanity Fair.

Chicago Women Plan Year

Case studies from experience will be the keynote for the coming year's pro-gram of the Chicago Women's Adver-tising Club. At the club's first fall meeting held recently Bernice Black-wood, program chairman, also presented the idea of collecting a library of ad-vertising books.

Mrs. Marguerite Emory was appointed chairman of the club's delegation to the Direct Mail Advertising Association's convention at Cleveland. Miss Scott convention at Cleveland, miss Scott Jenness was appointed historian of the club. Bernice Bost was named editor of "Ad-Chat," the club's paper.

E. J. McLaughlin Heads N.Y.U. Men in Advertising

McLaughlin, Edward J. McLaughlin, New York Evening Graphic, was elected president of the New York University Men in Advertising at its first meeting of the 1929-30 season held last week at the Yale Club, New York. Other officers elected include: Vice-president, Ed Zodie, Macfadden Publications; secretary, O. E. Schneidenbach, Bennett Brothers, and treasurer, Jerry Weinstein. International Press. Edward I. stein, International Press.

The following retiring officers were

elected to the executive committee: Robert F. Degen, Douglas Taylor, Otto elected to the executive committee are Kleppner and Robert Levenson. New members of the executive committee are Abbott Kimball, S. Picker and Frank Townshend.

Townshend.

Professor George Burton Hotchk'ss,
of New York University, who has just
returned from a year's stay in England
where he was engaged in advertising
work and in studying the origins of
marketing and advertising, was the honored guest of the meeting. He described
advertising conditions in Great Britain
and control to an increased interest in advertising conditions in Great Britain and pointed to an increased interest in the British Isles in the possibilities of instalment selling. As the greatest hindrances to the increased use of advertising in England, Professor Hotchkiss mentioned the lack of buying power on the part of a great mass of the people and the lack of education through which the son can be lifted out of the class of the father and taught to appreciate the use of a greater number of products. ucts.

· C. C. Hood Wins Detroit Club Golf Match

C. C. Hood, a member of the Detroit staff of the Curtis Publishing Company, won the golf championship of the Ad-craft Club of Detroit by a margin of one stroke. Four men were in the run-ning for the championship trophy awarded by the directors of the club. Mr. Hood held a four-stroke lead before the final round when Fred Born-man, sales manager of John Bornman & Son. printers, cut his lead down to one stroke.

Willey, president of the Willey

C. S. Willey, president of the Willey Sign Company, cut his handicap forty per cent in the play through the season. In recognition of this he was awarded the Macumber-Smith trophy, a five-year cup which goes yearly to the player reducing his handicap the most.

L. F. McKay, Detroit representative of Judge, won the low net prize of the year. R. F. Pickrell, of the Chilton Class Journal Company, and John Jeffrey, of the Campbell-Ewald Company, were tied for runner-up. In the toss, Mr. Pickrell won the prize. won the prize.

The eleventh annual convention of the Motor and Equipment Association will be held at Chicago from November 4 to 9.

vited

ance Octo ing Adv can co-sp verti holdi Octo dorse the ' Air comn

such Weel

time on a Jai of th tive (scribi gaine out t busin throu tion (An

which week falo, Akro Cedan Miam been used Cleve firm during routir

adver On will h to be Hend Air 1 lunche the D ventio

Ap lean ager o Sign (

Advertising Clubs to Observe Air Mail Week

A DVERTISING clubs from coast to coast have been invited to co-operate in the observance of National Air Mail Week, October 7 to 12. The idea is being sponsored by the Cleveland Advertising Club with the American Air Transport Association as co-sponsors. The Direct Mail Ad-Association, which is vertising holding its convention at Cleveland, October 9, 10 and 11, has also endorsed the plan and is assisting in the work. Although the idea of Air Mail Week is not new, many communities and cities having held such weeks in the past, Air Mail Week this year will be the first time the Week has been celebrated on a national scale.

James Leslie Hubbell, president of the Cleveland club and executive chairman of the Week, in describing the advantages to be gained from the campaign, points out that the success of present-day business can be greatly enhanced through the more versatile application of air mail.

Among the advertising clubs which will assist in promoting the week are those of Rochester, Buffalo, Hartford, Salt Lake City, Akron Sacramento Davenport

lalo, Hartford, Salt Lake City, Akron, Sacramento, Davenport, Cedar Rapids, Dayton, Boston and Miami. Two hundred clubs have been sent material and ideas to be used in observing the week. The Cleveland club has asked every firm in that city to use air mail during the week not only for routine correspondence but also for advertising campaigns.

On October 8, the Cleveland club will hold a civic air mail luncheon to be addressed by Colonel Paul Henderson, president, American Air Transport Association. This luncheon will also officially open the Direct Mail association's convention exhibition.

vention exhibition.

Appointed by Import Sign

lean McNab has been appointed manager of the Chicago office and the entire Western territory of the Import Sign Company, New York.

Financial Advertisers Appoint Director

J. Mills Easton, advertising manager of The Northern Trust Company, Chicago, has been appointed a director of the Financial Advertisers Association, to serve the unexpired term of Charlet J. Eastman, resigned.

Mr. Easton was, at one time, president of the Chicago Financial Advertisers.

Heads Poor Richard Aviation Committee

Theodore E. Ash, of the Theodore E. Ash Advertising Agency, has been appointed chairman of the aviation activities of the Poor Richard Club of Philadelphia. The club is planning to cooperate with National Air Mail Week and with local aviation activities.

Columbus Club Elects

Henry Holderle, of the Bratten Letter and Printing Company, Columbus, Ohio, has been elected a trustee of the Advertising Club of the Chamber of Commerce, Columbus. Harold B. Lee, of the Terry Engraving Company, has been elected first vice-president and John Q. Doty, of the Columbus Citizen, second vice-president.

Campbell-Ewald Appointments

Paul Berry, for the last nine years with Byron J. Musser, Inc., New York, advertising art, and previously with Van Name & Hills, Inc., also of New York, has joined the art department of the Campbell-Ewald Company, at Detroit.

William B. Pehnebaker and David W. Stotter have joined the copy department at Detroit. Mr. Pennebaker was formerly with The Homer McKee Company, Inc., Indianapolis advertising agency, and, at one time, was with Critchfield & Company, Chicago. Mr. Stotter was formerly vice-president of the Dearborn Advertising Agency, Chicago.

Lawrence Jones, Advertising Manager, Dunn & McCarthy

Lawrence Jones has been appointed advertising manager of Dunn & McCarthy, Auburn, N. Y., manufacturer of Enna Jettick shoes. He succeeds H. C. Greeley, who recently resigned. The Greeley Sales and Advertising Service, formerly conducted by Mr. Greeley at Auburn, has been discontinued.

Death of W. S. Miller

Walter S. Miller, president of the Walter S. Miller Company and of Printing Plates, Inc., both of Toledo, Ohio, died recently at that city. He came to Toledo as a representative of the Barnes, Crosby Company and later organized the two companies of which he was head.

The Little Schoolmaster's Classroom

IN Wayne County, Mich.—and perhaps, as members of the Class will call to the Schoolmaster's attention, in other places as wellthe motorist, arriving at an intersection of important highways, is confronted by a big, painted map that hangs from a pole at the roadside. Each map embraces Wayne County and its environs. And into each penetrates a red arrow, with the legend, "You are here." Of course, the intention is that the motorist, by the application of logic and an average knowledge of navigation, may proceed from where he knows himself to be to where he wants to go.

A similar idea has been applied in department stores-store directories, near the elevators, and, in some instances, even detailed maps

of respective floors.

Now arises a Class member who proposes that the idea be carried even farther. The proponent is R. R. Morgan, of Beverly Hills, Calif.. How, inquires Mr. Morgan -how about the woman who doesn't even know what store she's in? Are there such women? There are!

Having investigated the matter, Mr. Morgan reports that women shop from store to store—and often lose track of themselves. In Los Angeles, he has heard exchanges like this: "But, my dear, aren't we in Bullocks?" "No. We're in the May Company!"

Retail stores, Mr. Morgan suggests, ought to display their names, not only on the outside of their premises, but on the inside. Indirectly, many members of the Class are interested in retail-store advertising and identification. This suggestion of Mr. Morgan's merits action of some kind. Accordingly, with your consent, the Schoolmaster will refer it to the Lost Souls Department.

It is not particularly surprising to learn that large quantities of which are generally products

looked upon as being thoroughly obsolete are still sold in this country. But the Schoolmaster still admits to a certain astonishment when he occasionally runs acrossas he does—a merchandising plan that is as obsolete as a one-tube

radio set.

For example, the Schoolmaster has just been reading a statement issued by the Federal Trade Commission concerning a manufacturer of malt extract who placed a silver half-dollar in each of twenty cans in a shipment of 1,200 cans of his product. These containers were shipped to dealers who were supposed to speed their disposal by informing their customers that a number of the cans contained a silver half-dollar.

Of course, the law calls a plan of this kind a lottery, and, as such, it is a forbidden practice. Consequently, the Commission ordered the malt extract manufacturer to "cease and desist" and he has agreed to abide by the Commission's order. All of which is not nearly so interesting as the fact that medieval merchandising tactics of this kind still persist in this day and age. 'Tis strange, indeed.

Tis strange.

The "waste-space list" of the Schoolmaster is assuming imposing proportions, but there is always room for more. The following letter suggests an entirely new angle and goes to prove, as the Schoolmaster has so often contended, that an idea which has worked in one industry can be applied to another. The idea of using the slack seasons for camps would never have occurred to the Schoolmaster but, on having it suggested, it seems entirely practical, especially to those who have spent a September or an October in the woods. There are few times in the year which give such joy and recreation as an October day with nothing but hard outdoor work ahead.

The letter is printed in full, because it clearly states how the idea

Closing SALES...







for advertised Products

H^{OW} valuable is their will-to-buy, created by your national advertising, if consumers cannot locate the place to buy?

Bridge this gap between advertising and sales by marking your outlets in the arrestingly brilliant words of Flexlume Electrics . . . shining significantly, right above your dealers' doors.

Let us forward details of our manufacturer-dealer tieup plan and submit color sketches of a display adapted to your needs. FLEXLUME CORPORATION, 2066 Military Road, Buffalo, N. Y.

Sales and Service Offices in Chief Cities of U. S. and Can.



Factories at Buffalo, N. Y., and Toronto, Can.

Choice of NEON . . . raised GLASS LETTER . . EXPOSED LAMP . . . or COMBINATIONS of these illuminations

FLEXLUME ELECTRIC DISPLAYS

Experienced Export Organizer Available

If you need a man, who can enthuse the sales forces of your overseas agencies over your line, secure you worthrepresentation, vive slowed down territories or waning interest.

Address "J," Box 55, P. I.

AM IN THE MARKET

FOR A NEW COPY JOB ...

And if I can show you a half dozen years of successful selling-if I can prove my ability to write -and if my present employer will tell you that I've made an eminently satisfactory copy chief, then you'll certainly agree that I'm probably worth a minimum of thirty-six hundred a year.

Address "N," Box 197

PRINTERS INK

HAVE YOU SOLD SPACE FOR A QUALITY MAGAZINE?

There is an excellent opportunity for an experienced man who has proven his ability as an advertising salesman with a nine-year-old QUALITY marine of guaranteed 60,000 monthypald national circulation. Moderate salary to start, but unusual chance for better me that the salary has been successful to the salary of the salary to start, but unusual chance for better me the salary to start, but unusual chance for better me will be granted to the salary of the salary will be granted only of the salary of the

COPYWRITER

Age 26, college trained, is seeking connection with a moderately large shop. He offers four years' executive experience with small New York agency, a thorough knowledge of production, and creative ability that has produced several outstanding campaigns. He is married and at present employed.

Address "L." Box 196

care of Printers' Ink

can be made use of. It reads:

CAMP MARIST LAKEMONT, GA.

Dear Schoolmaster:
May I add to your waste space
list the boys' and girls' summer
campa? Railroad stations, school
houses and churches are on an overtime-use basis compared to summer camps for ten months of the year. Most camps do business July and August and close shop for the rest the time

Judging from the literature sent out by the producers of camp equip-ment, food, clothing, building sup-plies, sanitation and other supplies there would be more profit commercially in extending the use of capps than there would be for the extra use of others on the list.

Seasonal use could be made of them for hunting and fishing posting

Seasonal use could be made of them for hunting and fishing parties. June and October could be used for adult terms of the camping season. September might be open to foot-ball players' conditioning camps.

One camping magazine has said that every year there are 200 camps that fail for various reasons. Keeping these camps alive is of interest to many big advertisers and manufacturers. The extension of the season might be healthy in mo.e ways than one.

H. E. BARRON, Georgia Tech. Track Coach.

A friend of the Schoolmaster has a little shack in the woods where he retreats on every occasion and, on looking over his diary, has found that he uses it more in spring and fall than in summer.

No member of the Class needs to be reminded that one of the most interesting problems of advertising is what to do about competition. Until competition grows to a certain size, it can be ignored. But ignoring the kind of competition that is openly visible to everyone is a policy that, as each of us has observed, often looks ridiculous. And if we are to admit in our advertising that competition exists, how are we to avoid advertising competition itself?

The Schoolmaster is interested in the advertising policy of the S. S. Kresge Department Store (formerly L. S. Plaut & Company) in Newark, N. J. For Kresge in Newark, competition is very real and very close at hand. Most important is the competition of Bamberger's, Newark's famous old department store, now owned by the aggressive Macy group. And at the

For copy writers with literary ambitions

Says Richard Connell, "I consider the apprenticeship in an advertising agency, which is modern and painstaking, most valuable."

Says W. E. Woodward, "The writing of advertising is very harmful to literary style."

And Sherwood Anderson refuses to commit himself.

Among the ranks of popular authors of today, you will find the names of plenty of men who did their time writing paeans to beans and eulogies for asparagus, to say nothing of coffee, men's clothing, monkey wrenches and soap.

Some of them, alas, high-hat their humble beginnings. Others say, "Humble beginnings! How do you get that way?" Which, obviously, leaves the embryo fictioneer just where he was, writing copy.

To copy writers with authoric ambitions, and to their bosses, we recommend,

"Do Copy Men Make Good Authors?"

in October Printers' Ink Monthly

To let you in on a secret, the article doesn't really answer the question. But it tells about a lot of copy writers who have become authors, and lets some of them (F. Scott Fitzgerald, Hugh McNair Kahler, Richard Connell and W. E. Woodward, for instance) tell about themselves.

Printers' Ink Monthly

Oct

Here's a proved way to get more business!

The right premium will bring you profitable business. My clients have proved it. For over 20 years the largest mercantile and publishing houses using premiums have purchased goods through this office. Are you open-minded? Write for facts about premium advertising.

CHARLES P. HOLLAND 905 Woolworth Building, New York

Now Sales Manager Premium Department for fourteen nationally known manufacturers making diversified lines for premium use.

AGENCY WANTED

There is a buyer for a small advertising agency. To be considered, the agency must have full recognition, some billing and unquestioned good-will. Principals interested should give a full description of the agency, together with a clear statement of the reason for selling. Address "R," Box 199, Printers' Ink.

AN AGENCY A PRINTER

Here is a production man with 13 years ex-Here is a production man with 13 years ex-perience in phote engraving, finisher, foreman, salesman. Ability in layout, typography and printing. Toung, enthusiastic and industrious. This fellow wants connection offering a future. Address: "T," Box 52, Printers' Ink, 231 South La Salle St., Chicago, Ill.

ADVERTISING SALES ORGANIZATION

Requires

Leading Trade Publications to represent in New York City and environs. Has strong advertising agency and national advertiser connections. Fully experi-enced, successful business getting men. Prefer well-established media with large paid-up circulations. Write fully giving complete details to

"ACTIVE," Box 184 care of Allston Adv. Service 921 Broadway, New York City eastern end of "the tube" - the western end of which is easily and temptingly accessible to all New-arkians — lies fabled Manhattan, spotted with stores. Here is com-petition that cannot well be ignored; nor does Kresge in Newark ignore it. On the contrary, to quote from a Kresge advertise-

THIS IS NOT THE ONLY
GOOD STORE IN TOWN
You know the old story of the
three tailors competing for business
in the same block. One put up a
sign: BEST TAILOR IN TOWN.
The second put up a sign: BEST
TAILOR IN THE WORLD. The
third scored with: BEST TAILOR
IN THIS STREET.
It's a good story, but it's bad

. . no store more magnificent than Kresge's . . and no mode or merchandise appeal that cannot be satisfied more expeditiously and more economically in the shopping establishments of Newark!

And concerning that competition at the other end of "the tube," this from another Kresge advertise-

IT'S AN ORIENTAL TALE BUT IT SOUNDS LIKE NEWARK TO US This is how they tell it in the Orient.

Orient.

Once upon a time there was a man who sold his house to go in search of buried treasure.

And next day the treasure was dug up in the garden by the man who bought the house.

Now, Kipling says that East is East and West is West and never the twain shall meet!

But the truth is, human nature is the same the world over, from Kreage to Kipling and from Newark to Nanking!

Everybody thinks of opportunity in the terms of a railroad ticket. Distance lends enchantment to the

BRANCH SALESMANAGER

POR Middle-west Territory is wanted by nationally prominent manufacturer selling resale merchandise to dealers through selected wholesale distributors.

The man selected must be able to show an excellent record of achievement in selection and handling of salesmen, in ability to build up jobbers cooperation. Exceptional executive ability essential.

The opportunity is unusual. Compensation is on salary and liberal bonus basis and earning possibilities will appeal to the man we want.

State qualifications fully in first letter outlining connections during last ten years. State age, education and present salary. All letters are confidential and no references will be approached until after personal interview.

Address
General Sales Manager
Box 50
Printers' Ink

LIVE

inter

capit merg

office

Adve

cation

erene

Boun oppo file a

issue cept

DoY Sales

Succe cialty vears ing

clusi

wort vice.

tion

to e

spon

W

CI

An

unde

str d reser

petit oppo in ce com

Prin

m

See WO lausi Succ

cst 1 strat road

train sales lette

Good opportunity in advertising department for experienced man to edit sales house organ, write service bulletins, analyze and chart business systems, etc. Give full details and photo first letter. Address:

Tim Thrift Asst. Sales Manager American Sales Book Co. Ltd. Elmira, N. Y.

Direct Mail Production Man

To suggest a good idea for the job on hand, to specify the best illustration, the best paper, the proper folding and binding, the best type—that is the position I want to fill for some reputable Direct Mail advertiser, be het agency, publisher, manufacturer or department store. Highest recommendations publisher, manufacturer or department. Highest recommendations.

Address "O." Box 51. Printers' Ink

view. In Newark, it lends enchant-ment to the Tube. Every day people go to New York for things that can be bought more conveniently, delivered more promptly and paid for more econom-

prompty and paid for more economically, at Bamberger's or Kresge's.
Yet, if the Kresge store were at the other end instead of this end of the Tube, it couldn't be any bigger or any better, any finer or more authentic to consult on cosmopolitan trends in merchandise

and modes.

It would only be more expensive!

Opportunity is not at the other
end of the Tube!

Happiness is not at the far end of a telescope!

People whose eyes are forever lifted to the horizon never see the

harvests at their feet!
The Pot of Gold at the end of

the Rainbow is at the Newark End of the Tube!!

Miss Jessie Wilkinson Joins H. K. McCann Agency

Miss Jessie Wilkinson, formerly with the Seattle office of the Botsford-Con-stantine Company, Pacific Coast adver-tising agency, has joined the Seattle office of The H. K. McCann Company.

GENERAL SALES EXECUTIVE

One of the major Subsidiaries of an Industrial Group of first importance is offering a position of very considerable merit to a MERCHANDISING EXECUTIVE whose annual earnings have consistently been beyond \$20,000.00. The type of interest is the individual possessed of a large vision, foresight

and exceptional power of analysis for new merchandising problems. Fully equipped to join other executives in leading the above subsidiary to a

well deserved place among the nation's most promising large industries.

The Company is manufacturing and selling a new semi-finished product. Compensation: Salary and Commission.

The advertisers require the favor of a very informative first letter, and would appreciate if persons not having an exceptional record of accomplishments in large companies would abstain from answering.

Address "U," Box 53, Printers' Ink

ltigraph Ribbons Re-inked process costs only \$6.00 a dozen. Try it. A Re-Inking you can buy. W. Scott Ingram, Inc. 57 Murray St., New York City



Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

LIVE MEDIUM SIZED AGENCY offers interest to account or copy man with capital. Excellent opportunity. Might merge. Box 614, Printers' Ink, Chicago

Advertising Salesman with New York office, \$10,000 or more yearly commission class. Wants to connect with publication of merit. Has contacts with national advertisers and agencies. Best references. Box 598, Printers' Ink.

FOR SALE

Bound volumes of PRINTERS' INK. An opportunity to build up your reference file at nominal cost. The volumes cover issues from 1914 through June, 1919, except third volume of 1918. Box 628, P. I.

Do You Seek Eastern Representation?

Sales executive with over fifteen years' successful experience in advertising specialty field, now employed and for many years as Eastern sales manager for leading manufacturer, seeks immediate exclusive Eastern representation of any worth while advertising product or service. Will finance own selling organization if necessary—Highest references as to character, ability and financial responsibility. Box 612, Printers' Ink.

WHAT HAVE YOU TO OFFER!

CHICAGO REPRESENTATIVE

An important class publication, which under new management has made rapid str des in the East, desires a Chicago representative. A very high-grade man or organization having one or two non-competitive publications will find this a real opportunity. Must have a proven record in contact ng class accounts. Satisfactory compensation will be arranged. Box 617, Printers' Ink.

HELP WANTED

● Agency Men ● Improve Your Position!

See last week's Printers' Ink, page-215.

WONDERFUL OPPORTUNITY for real business getter on brilliant and highly successful monthly trade magazine—richest territory in U. S. Must have demonstrated sales ability. Knowledge of railroad field helpful. Start in New York-train for Chicago district. Give history, sales record and full experience first letter. Box 606, Printers' Ink.

LAYOUT ARTIST—modern, must know drawing and be capable of finished work. Exceptional opportunity for an exceptional man. The Four Arts Studio, 48 West 48th Street, N. Y. C.

SALESMEN—Class magazine of the highest type is desirous of adding to its staff. This is an excellent opening for an experienced man. Drawing account and commission. Box 605, Printers' Ink.

WANTED

Copy and agency production man for recognized New England agency. Send samples showing style of work and full experience. Box 616, Printers' Ink.

MANAGER FOOD TRADE MAGAZINE Must have field, office and advertising experience. Salary and share in favorable results. Write age, experience, details. Room 1001, 61 Broadway, N. Y.

PRINTER'S or Saleaman's Opportunity

One controlling volume of business to
consolidate with established printing and
binding concern (well rated). Trade and
bank references exchanged. Box 626, P. I.

Splendid Opportunity for experienced copy writer and layout man who can create and SELL Direct Mail campaigns; by progressive, well-equipped printing concern located in central New York State. Box 604, Printers' Ink.

ADVERTISING MANAGER

Young man to act as advertising manager and to prepare sales promotion material for manufacturer of electrical specialties. Excellent opportunity for growth. State fully your experience and present connection. Box 602, Printers' Ink.

Young Man, 21 to 25 years old, graduate of an accredited school of journalism. Must have ability to write, knowledge of advertising, ability to write copy and judge, set-up and layout, both from an advertising and a newspaper standpoint. Should have at least 2 years' experience. Good salary to start, with opportunity for increase if make good. Box 601, P. I.

A. K. OSTRANDER

PLACEMENT SPECIALISTS
505 Fifth Ave., New York City

THE MODERN WAY TO ACQUAINT THE RIGHT MAN WITH THE RIGHT JOB

AD'

veat

emi

app tori

EXI

edit con or bull Adv

exp and

volt

Var den

pul

TO

CE DEG con nee dir

tion

43/3 ma Far

M ad

vei to an ho

WI

So

tu W

> 61 29

2.17 ad tы

R

wi

pu

co al

M

D

el p

B

a

k

n B 8

8 2

w Ė 13

MISCELLANEOUS

FOR RENT

Part of office with complete service to small agency or publisher. Modern building in Thirty-fourth Street district. Box 625, Printers' Ink.

WE OFFER TO YOU the fastidious ideas of two expert skulls. We brew copy by a specific alchemy of our own. 14 you give us the pudding—we will give you the proof! Koplin, 135 East 50th Street, N. Y. C.

POSITIONS WANTED

SECRETARY-5 years N. Y. Newspa-per to Dept. Store Adv. Mgr. Rapid per to Dept. Store Adv. Mgr. Ra stenographer and typist. Experienced handling complete office routine. Box 594, Printers' Ink.

ARTIST—All around man capable, broad experience and originality. All mediums. Seeking connection with litho house, art service or advertising agency. N. Y. only. Box 611, Printers' Ink.

A Capable Production Man, with 6 years of practical experience, seeks position with Agency or National Advertiser, New York or Eastern States. Age 24, Hebrew. Excellent references. Box 586, P. I.

DIRECT-MAIL CREATOR-Young woman with layout and production experience, sound merchandising sense, pro-nounced ability as an artist and a flair for copywriting. Box 613, P. I.

GRAPHIC STATISTICIAN—CHARTS MAPS, FREE-HAND LETTERING KNOWLEDGE OF REPRODUCTION PART TIME OR FREE LANCE PART TIME OR FREE LANCE. BOX 590, PRINTERS' INK.

PRODUCTION MAN—Thoroughly under-stands production. Experience from one of the highest-grade printshops in N. Y. C. Wants connection with agency or print-shop. Salary secondary. Box 592, P. I.

PART TIME ADVERTISING
Advertising Manager available for part
time, to do direct mail, trade paper, or
house organ work for manufacturer or
retailer in Philadelphia. Box 596, P. I.

COPY WRITING AND MAKE-UP

Young man, 24, seeks position with advertising agency or private company. Experience: 3 years General Advertising, 1 year publicity. Box 588, P. I.

Secretary—Thoroughly competent young woman, with six years' advertising-pub-lishing experience, wants connection with future. Adaptable, quick, co conscientious. Box 618, Chicago Office.

Secretary, young lady, 8 years' advertis-ing experience, agency, manufacturer, desires position with busy advertising executive requiring exceptionally capable assistance. Protestant, 27, University trained. Box 587, Printers' Ink.

SALESMANAGER—15 years' experience in sales management and advertising. Can in saies management and advertising. Can organize sales force and get quick results. Know copy, direct mail, merchandising. Hard worker with plenty of good, practical ideas. College graduate; age 35. Interested only in responsible connection where results determine income. Box 599, P. I. STENOGRAPHER-SECRETARY-com petent young lady desires position New York or Newark; 6 years printing, publishing, advertising; present employer will recommend highly. Box 607, P. I.

Correspondent—Eighteen years training in advertising, sales and general office work has fitted me for a responsible job as Advertising or Sales Correspondent. I like to write; and know what constitutes a good letter. Salary \$4000. Box 619, P. I.

Copywriter or Advertising Manager 10 yrs. varied adv. experience. Fast, capable writer. Good layout and plan man. Aged 29, married, family. Agency, mfgr. and dept. store experience. Go anymfgr. and dept. store experience. Go anywhere. Salary reasonable. Box 597, P. I.

ART DIRECTOR

seeks connection with agency. Eight years' art experience. Worked in two leading 4A agencies. Good taste, versatile and possesses knowledge of type and buying markets. Box 624, Printers' Ink.

ADVERTISING SALESMAN

Nine years' successful experience in New York and adjacent territory with two trade publications. Full particulars submitted on request, Age 33. C graduate. Box 608, Printers' Ink. College

ASSISTANT TO EXECUTIVE
Vassar graduate, 10 years' experience,
desires position as assistant, advertising
or publishing. Rapid typist, some stenography. Knowledge cuts, proofs, screens,
editorial makeup. Box 603, P. I.

Balesman Desires Position—Advertising agency. Eleven years engineering, ten agency. Eleven years engineering, ten years sales contacting eastern railroads, industrials, utilities, mining quarry, sand companies, highway, railway and general contractors. Available immediately. Box 609, Printers' Ink.

VERSATILE YOUNG WOMAN-Familiar copy writing, layout and make-up, capable handling own correspondence, organizer and campaign promotion worker, excellent assistant to busy executive; 10 years' advertising experience. Salary \$50. Box 589, Printers' Ink.

MARKET RESEARCH

College and business school graduate with over a years' experience in research department of large agency, besides several years' business and professional experience, desires position on market research to the full business are position on market research to the full business are presented. staff of large organization. Box 591, P. I.

Printing & Advertising Production Man

Available for position with concern where intelligent handling of printing and production problems can increase selling effectiveness and get the most out of the budget.

As a background he offers six years As a background he ofters six years asles promotion and advertising, and seven years production and sales work with a high grade printing establishment. Knows copy, layout, art, plates and all details of printing and binding. Age 35, Christian, married, college graduate. Box 610, P. I. ADVERTISING SOLICITOR — 27; 5 years' successful trade paper record. Now employed, desires change to publication appreciating skillful plugging. Some editorial experience. Box 622, Printers' Ink. Experienced House Organ Editor—Six years' successful experience, has also edited salesmen's weekly Bulletin for seven consecutive years. Can develop either full or part time to your house organ or sales bulletin work. Box 595, Printers' Ink. Advertising Salesman—high-class man, thoroughly capable, reliable worker, fully experienced in general and class magazine and trade publication work; producer of volume business; wide acquaintance New York City and Eastern territory; best credentials; open to engage with established publisher; strict confidence. Box 620, P. I. TO A CHICAGO OR MID-WEST CON-CERN-Successful advertising and sales

promotion executive wants permanent connection with progressive firm that needs an intelligent, active, analyzer to direct their advertising and sales promotion activities. Wide experience. Last 4½ years with national mfr. Young, married, Christian. Available Nov. 1 or Jan. 1. Min. Sal. \$6000. Box 593, P. I. MY SIDE KICK—a university man in advertising, has been with me for two years. He's capable of more than I have to offer. Bill is handling our trade papers, and helps with catalogs, direct mail, our house organ and sales promotion. He writes well and has good layout sense. Some moderate-sized Chicago manufacturer will be glad to get him at \$3,000. Want to see some of his work? Box 615, Printers' Ink.

CONSIDER!

29, college, intelligent, traveled, read, ambitious, talented, 2 yrs. varied sales, advertising, writing experience. Just returned 2 yrs. crack course philosophy, Rome. Now ready carve out real prize winning carper. Agency advertises or winning career. Agency, advertiser or publisher, capable, energetic, colorful, convincing copy. Available first reasonpholister, convincing copy. Available first able friendly offer. F. E. KEARINS 176 W. Jackson, Chicago

and PRODUCTION

Man who has the ability to create plans with real merchandising appeal and follow through every phase of production from visual to the final production from visual to the final engraving and type-set page. . Can personally produce a good deal of the art work and properly supervise any additional work. . Has a thorough knowledge of type faces and their proper application . . Will gladly proper application . . Will gladly shoulder responsibility or take instructions, both with equal readiness and enthusiasm . This young man, 27 years of age, University trained, with a seasoned background of 10 years in advertising, is now available to an agency, advertiser or direct mail organization in New York or vicinity . . Box 585, Printers' Ink.

Copy Ace Available

Connection desired with agency or manu-facturer, anywhere, seeking long experience in National, Mail-Order or Direct Mail, versatility, ideas, contact and presmail, versatility, ideas, contact and presentation experience, merchandising and planning knowledge, combined with excellent visualization ability and unusual working efficiency. He has functioned as manager, copy chief and account executive. Record and references are of high codes. order. Remuneration in line with qualifications and open for adjustment to meet conditions. Box 627, Printers' Ink.

This Sales Manager Is Available Because We Are Retiring from the American Market

He has seven years' successful record in the toilet goods field as salesman, supervisor and assistant sales manager.

He is now Eastern sales manager for s, selling drug, confectionery and grous, selling drug, confectionery and gro-cery trade. He has been successful and we feel that any manufacturer getting his services will receive value in excess

what they pay him. He is a sound merchandiser and handles men intelligently. Produces volume business with an eye to net profit. Operates sales organization economically.

We invite inquiries from small or large manufacturers needing the services of sales manager or assistant. Box 623, P. I.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

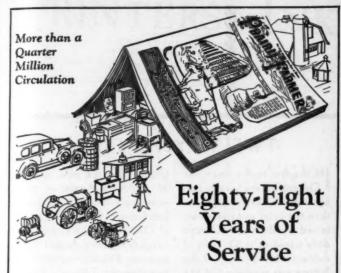
M Q M Ci

Table of Contents

BRUCE BARTON, 'Chairman of the Board, Batten, Barton, Durstine &	
Osborn, Inc.	. ;
Introducing Low Prices into Book Publishing REXFORD DANIELS	. 16
How We Whipped Our Off Season Problem	
JAMES MARATTA, Director, Retail Sales, Minneapolis-Honeywell Regulator Company	17
Members Who Pirate Association Trade-Mark Forfeit \$1,000	25
A Crayon Manufacturer Goes After Rainy-Day Sales	28
Chains Will Now Court Public Opinion in Earnest	33
The Illustration and Its Job Arsop Glim	49
American Branch Plants Abroad Bring New Profits	
WALTER F. WYMAN, General Sales Manager, The Carter's Ink Company	57
Get Your Goods "Out" of the Chains as Well as "Into" Them EDWARD P. O'DONNELL, Editor, "Food Chain Store Merchandising"	68
Why Congress Would Bar Imports Under American Trade-Marks	72
Why Congress Believes Articles Patented Here Should Be Made Here	81
A Consumer Introduces a New Idea into the Sugar Business	92
Traveling Executives Should Sell the House—Not the Line A. H. Deute, General Manager, The Billings & Spencer Company	97
Mercerizers Give Yarn Consumers Identification	109
What Groucho Says	111
What Advertising Can Do for the Paving Contractor A. R. Hebenstreit, President, New Mexico Construction Company	118
After the Merger Is Over Roy Dickinson	125
How the Anti-Trust Laws Affect Chain Stores	
WILLIAM J. DONOVAN, Former Assistant Attorney General of U. S	133
How the 1929 Industrial Advertising Dollar Is Being Spent	136
Out in the Open HOWARD W. DICKINSON	153
Chain-Store Sales as a Business Index	156
How About the Flop! RALPH CROTHERS	162
Editorials	182
Merging for Growing's Sake—To Stop Plagiarism—Knowing Where to Sell—Making the Turndown Helpful	
The Tittle Schoolmaster's Classeson	400

10

25



Since 1841 the columns of Prairie Farmer have been an almost 100% complete directory of manufacturers interested in selling mid-west folks. Now, these same advertisers are both SAYING and PRINTING their sales message to more than a quarter million subscribers through Prairie Farmer and countless thousands more over WLS—Prairie Farmer's own radio station. Double coverage that reaches BOTH purchasing agents—the man and the woman—on Illinois, Indiana and Southern Wisconsin farms.

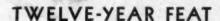


> PRAIRIE FARMER-Chicago

BURRIDGE D. BUTLER, Publisher

Chas. P. Dickson, Adv. Mgr. 1230 W. Washington Blvd. J. E. Edwards, Associate Chicago, Ill.

NI



N the last twelve years the Chicago Tribune has piled up again in daily circulation greater than the total circulation attained by the next* Chicago daily paper in its 53 years of existence. In August, 1917, the Tribune was reaching 374,114

families and the next paper 361,320. By August of this year, the Tribune's circulation had grown to 852,424—a gain of 478,310. The other paper's circulation during August this year was 432,202—or 46,000 less than the Tribune's gain!

* Next in advertising volume

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, August, 1929: 852,424 Daily; 1,104,338 Sunday

